

NHL LEGEND
THEO FLEURY
Why he didn't
speak up P.64



COYNE ON
**WILD
THINGS**
P.71

Why giving
Obama
awards
won't help
P.2



PIE WARS
LARD BEATS
BUTTER P.68

**GOD
VS.
ECKHART
TOLLE**
P.60

MACLEAN'S



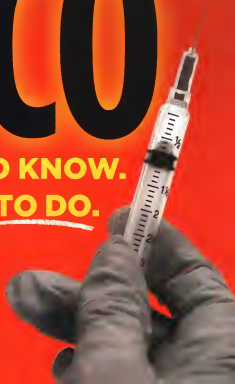
OCT.
26th
2009

www.macleans.ca

**EVERYONE NEEDS THE SHOT.
FEW PLAN TO GET IT.**

THE SWINE FLU FIASCO

**WHAT YOU NEED TO KNOW.
WHAT YOU NEED TO DO.**
P.50



\$5.95 PM 40070230 R 08973



We make money
with you,
not off you.

Introducing Ally. We believe in a quant concept: it's your money, not ours. That's why we offer interest rates that are consistently among the best, never hide behind fine print and give you 24/7 access to a real human. Why? It's just the right thing to do.

ally

Straightforward

Ally: a product of FirstMar Trust Company. Member CIBC

866-247-ALLY | ally.ca



IN ITS strangeness, mystery and simplicity, the movie *Where the Wild Things Are* is about the deeply serious business of being a child

THIS WEEK

InterView

20 | PETER FOCKLINGTON
Jonathan Gethouse brings up the Gertzky inside... again

Columns

18 | ANDREW COYNE
Ignotteff's missing his chance to show us some backbone

17 | ANDREW POTTER

The Liberals are crying foul over a Tory ad campaign

16 | CAPITAL DIARY

Michael Saperstein on Owen Cotler's powers of persuasion

Reviews

24 | TORONTO IS TRIAL
Symeon Zakaria-Juriansky's cockiness derailed his plans

26 | CANWEST CORPSE

Executives beat out employees to company's coffers

27 | WE WANT INFORMATION

The new information.com musician's imperfect tools

30 | WRONG AGAIN?

A Crown attorney's history of wrongful convictions

32 | PAUL WELLS

The Penner Institute gets us specked about physics

MACLEAN'S

VOLUME 121 NUMBER 47, OCTOBER 26, 2009 • SINCE 1965

2 | From the Editors 8 | Mail Bag
12 | Screen Days 14 | Newsweekers

OCT. 26 - NOV. 2, 2009

THE BACK PAGES

60 | Taste

Picky pie purveyors debate between lard and butter

71 | Film

Where the Wild Things Are doesn't pander to children's ill

72 | Books

Alice Munn and Diana Mulholland hold a love-in

73 | Media

The movie version of *Survivor*'s version keeps it in the family

74 | Banner

Sowing the seeds of a garden revolution

75 | Music

A Canadian academic explores Heydn's Jewish themes

76 | Steps

A new novel reimagines North America circa 2040

76 | Foodie

Rogue runner and syntax player Sarah Palin writes her memoir

80 | The End

Alexander 'Sandy' Collier Shew 1944-2009

**SUBSCRIBE TO MACLEAN'S AT
WWW.MACLEANS.CA**

National (cont'd)

37 | CIBC VS. CBC
Olympic battle: Quebec power, humanitarian appeal

World

38 | DID HE EARN IT?
What has Obama done to deserve a Nobel Peace Prize?

40 | DRASTIC ATTACKS

What a difference a few months make in Pakistan

42 | MALAYSIAN CANNIB

Challenging sharia: French suicide spree

Business

44 | NEW WINDOWS
Microsoft's hip replacement

46 | THE FUTURE OF TV

Canwest live sale returns focus to local programming

48 | ECONOWATCH

The latest on the economy

Health

50 | FLU FLOP

One in three Canadians say they won't get the vaccine

Faith

80 | ECKHART TOLLE
Mindfulness is the message

Sports

84 | SEX ABUSE SCANDAL
Hockey star Theodore Pletsky comes up about his abuse and how he's moving on

MACLEANS.CA

This week on the Web

THE DUBIOUS AWARD-WINNERS HALL OF FAME

From Obama's Nobel to Kevin Costner's Oscar, we raise our eyebrows at these prizes.
macleans.ca/dubiouswinners

BLOGS



JOHN GEDDES
 Those who would prefer that Barack Obama be applauded exclusively to the Oscars don't have to wait the way the CBC said the time to consider himself but they shouldn't imagine that Jean was breaking new ground here.
macleans.ca/geddes



ANDREW CORRIE
 The narrative the media had settled on for this week was of Ignatieff the klutzy blunderer, the guy who couldn't get anything right in court. That Harper is absolutely limited appears to be confirmed to confirm he could do no wrong. Why, he even sang on 'day'.
macleans.ca/corrie

READ THIS

For the latest news and analysis on politics and current events, visit our website at macleans.ca.



WEB POLL RESULTS

How will the NDP's decision to prop up the federal government affect their election chances?

It will improve them, Jack Layton is doing the right thing (32%)
 It will hurt them, they're taking a wrong turn (32%)



It will harm them, supporting the Conservative coalition will hurt the NDP long-term (32%)

THIS WEEK'S POLL: macleans.ca/poll



MACLEAN'S

THE 100 MOST INFLUENTIAL PEOPLE IN CANADA
 1. **Justin Trudeau**
 2. **Stephen Harper**
 3. **Paul Martin**
 4. **Michael Ignatieff**
 5. **Jack Layton**
 6. **Rob Ford**
 7. **David Miliband**
 8. **John Manly**
 9. **Michael Ondaatje**
 10. **Michael Ondaatje**
 11. **Michael Ondaatje**
 12. **Michael Ondaatje**
 13. **Michael Ondaatje**
 14. **Michael Ondaatje**
 15. **Michael Ondaatje**
 16. **Michael Ondaatje**
 17. **Michael Ondaatje**
 18. **Michael Ondaatje**
 19. **Michael Ondaatje**
 20. **Michael Ondaatje**
 21. **Michael Ondaatje**
 22. **Michael Ondaatje**
 23. **Michael Ondaatje**
 24. **Michael Ondaatje**
 25. **Michael Ondaatje**
 26. **Michael Ondaatje**
 27. **Michael Ondaatje**
 28. **Michael Ondaatje**
 29. **Michael Ondaatje**
 30. **Michael Ondaatje**
 31. **Michael Ondaatje**
 32. **Michael Ondaatje**
 33. **Michael Ondaatje**
 34. **Michael Ondaatje**
 35. **Michael Ondaatje**
 36. **Michael Ondaatje**
 37. **Michael Ondaatje**
 38. **Michael Ondaatje**
 39. **Michael Ondaatje**
 40. **Michael Ondaatje**
 41. **Michael Ondaatje**
 42. **Michael Ondaatje**
 43. **Michael Ondaatje**
 44. **Michael Ondaatje**
 45. **Michael Ondaatje**
 46. **Michael Ondaatje**
 47. **Michael Ondaatje**
 48. **Michael Ondaatje**
 49. **Michael Ondaatje**
 50. **Michael Ondaatje**
 51. **Michael Ondaatje**
 52. **Michael Ondaatje**
 53. **Michael Ondaatje**
 54. **Michael Ondaatje**
 55. **Michael Ondaatje**
 56. **Michael Ondaatje**
 57. **Michael Ondaatje**
 58. **Michael Ondaatje**
 59. **Michael Ondaatje**
 60. **Michael Ondaatje**
 61. **Michael Ondaatje**
 62. **Michael Ondaatje**
 63. **Michael Ondaatje**
 64. **Michael Ondaatje**
 65. **Michael Ondaatje**
 66. **Michael Ondaatje**
 67. **Michael Ondaatje**
 68. **Michael Ondaatje**
 69. **Michael Ondaatje**
 70. **Michael Ondaatje**
 71. **Michael Ondaatje**
 72. **Michael Ondaatje**
 73. **Michael Ondaatje**
 74. **Michael Ondaatje**
 75. **Michael Ondaatje**
 76. **Michael Ondaatje**
 77. **Michael Ondaatje**
 78. **Michael Ondaatje**
 79. **Michael Ondaatje**
 80. **Michael Ondaatje**
 81. **Michael Ondaatje**
 82. **Michael Ondaatje**
 83. **Michael Ondaatje**
 84. **Michael Ondaatje**
 85. **Michael Ondaatje**
 86. **Michael Ondaatje**
 87. **Michael Ondaatje**
 88. **Michael Ondaatje**
 89. **Michael Ondaatje**
 90. **Michael Ondaatje**
 91. **Michael Ondaatje**
 92. **Michael Ondaatje**
 93. **Michael Ondaatje**
 94. **Michael Ondaatje**
 95. **Michael Ondaatje**
 96. **Michael Ondaatje**
 97. **Michael Ondaatje**
 98. **Michael Ondaatje**
 99. **Michael Ondaatje**
 100. **Michael Ondaatje**

danIEL

We see you as a person,
 not a number.

When you call us, you talk to a
 local person, who'll make it easy
 to deal with your questions.

americanexpress.ca/potential

Realize
 the
 potential





'If we did to an American what the U.S. did to Maher Arar, we'd be bombed'

WITH FRIENDS LIKE THESE...

IF A "BEST FRIEND" is making our lives miserable, then it is not our best friend ("Canada's biggest problem? America," World, Oct. 12). We *do* need to make and negotiate adjustments to allow this problem. But this does not mean we need to follow its foreign policies in lacking it. If a sovereign nation does not stand up for its dignity and rights then these are soon lost.

J. F. Logan, Edmonton

CANADA'S biggest problem is not America. It is instead our Conservative government and its failed policies. The reign of corporations and governments who take the money and run has come to an end. The income inequality and pervasive concentration of wealth that has plagued the U.S. is the same here in Canada, and is promoted by our present government. If you truly want to look at Canada's biggest problem, you don't have to look outside of our own borders. Gordon Kaufholz, Bala, Ont.

FRIENDLY FIRE

I WAS VERY IMPRESSED by the poem Paul Rosewarren made in his article "Why the U.S. Doesn't 'Trust' Canada" (World, Oct. 12). As Canadians, we should welcome an American point of view without resentment or thinking of ourselves as the little brother being told what to do. Sympathizing with American security measures makes sense. Do we have to wait for a dirty bomb explosion on either side of the border before we change our minds? Benson Barness, Bala, Ont.

REFERRING to the Maher Arar incident, Paul Rosewarren states that "the U.S. is implicated, and obligated, to form its own judgment." Canadians are also entitled to, and obligated to, form their own opinions. Rosewarren claims that 10 minutes walking in the rain with a terrorism suspect means someone is "taking great pains not to be overheard." I have no idea how to tell if someone is a terrorist or involved in organized crime. I guess I will be foregoing my frequent visits to the mall, but I am on a trip to some backwash country that takes pleasure in turning people, components of the U.S. or Canadian government. I will also stop speaking to any strangers or casual acquaintances altogether. If Canada did to any American as soon what the U.S. did

to Arar we would be under threat of some "shock and awe" bombing from the United States within minutes. John Iskida, Toronto, Ont.

REGARDING border security between Canada and the U.S., Paul Rosewarren says, "In Canada, the belief is that [Maher] Arar was mistreated." I would say that this "belief" is only the belief of whomever was allowed to publicly state what the "belief" in Canada is. Unless you are Muslim, ancestry, female, seeking asylum, gay, lesbian, transgendered or whatever, we have no freedom of speech.



I don't know any Canadian who isn't proud of about paying, millions to these new Canadians who had themselves in a prison somewhere while transiting from a "camp" in Afghanistan. The whole world knows how easy it is to come to Canada and take advantage of our politically correct laws, which you can be sure will only wait until the Toronto 18. Mark Styrn seems to tell it accurately each week in his column—and it isn't easy even for him. R.J. Galar, Prince George, B.C.

POLLINGHOUSE NEWT's modest proposal that Canadians get with the program and "hunker down" with our good buddies at the U.S. Department of Homeland Security. This has to be the most terrifying article Maclean's has published in recent memory. While everyone outside the U.S. felt relief with the arrival of President Obama, the corridors of Washington

are still filled with lobbyists and consultants like Rosewarren who feed on continual scare mongering and ever more ridiculous and expensive "diplomatic" solutions to fabricated threats. As much as I love my American friends, I really do not want to join them inside a walled Fortified America where "reasonable friends" think it is okay to handle a fellow citizen on a plane for a few minutes of torture because he walked in the rain. Canada has to stand on guard for something. John Pollack, London, Ont.

PAUL ROSEWARREN'S piece is, quite simply, the best piece of writing I have enjoyed in Maclean's in years. Such a refreshing change from the outpouring of Canadian shrillness that up in Canadian towers and, some might say, brainwashed Canadian journalists. Give us more content from south of the border and elsewhere so keep us informed with perspective from around the world. Well, give us a whole issue. Warren Barclay, Bradford, Ont.

DEMO'ED DEMOCRACY

READ TO Andrew Coyne and Paul Wells for leading the post discussion "How to fix democracy: Step one." ("National, Oct. 12). Hopefully our elected officials have taken as equally keen interest in the ideas that came out of this constructive discussion. Perhaps due to our colonial past, we have complacently believed that transplanting the British parliamentary system should be sufficient. Yet, at our core, Canada is as much, or more, of an "experiment" as the United States, whose founders sought from the beginning, as it says in the preamble to the American constitution, a "more perfect union." The Canadian Confederation undoubtedly needs some perfecting. It is also striving for innovation and improvement that brought our accession to the New World in the first place. David Harris Kelsall, Mississauga, Ont.

OUR SYSTEM is broken, just and simple. It is not democracy we use on Parliament Hill. The Prime Minister's office (under either party) is way too powerful, and the party system is too partisan. It's full make sense, vote for it, regardless of party affiliation. No one party monopolizes good seats and no one party, for the most part, has all the answers. The solution is to have each political candidate

Tired of standing in



Getting tickets,
getting reservations,
getting on board,
let us do the legwork
to help you get in.

americaexpress.ca/potential

Realize
the
potential



*Subject to credit review. Used by: Peter Bock of Canada under license from American Express.

*In the lab of life
there are no second impressions.*



Gillette has over 100 years of field research on men's skin and hair.

Our grooming products for your face, body and hair are performance-tested in the lab of life to help you look, feel and be your best.

www.gillette.com



Gillette
The Best a Man Can Get™



THIS WEEK

A WEEK IN THE LIFE OF HAMID KARZAI

Based on a final tally, the Afghan president won more than 54 per cent of the popular vote in the country's August presidential election. However, as many as 1.1 million of those votes may have been fraudulently cast, according to European Union election observers. If those were to be disqualified, Karzai's support would fall below 50 per cent, triggering a runoff election against his main challenger, Abdullah Abdullah.

Good news

Architectural gold

The Vancouver Olympics don't officially begin until mid-February, but Canada has already won its first gold. The sport (staring oval) is Richwood, B.C., was awarded first place for engineering excellence by the worldwide Institution of Structural Engineers. Composed of unique beams and wood-roof panels, the building is, according to the ISE, a striking architectural work. It's also environmentally friendly. Post-2010 Structural Engineers of Vancouver incorporated wood from trees killed by pine beetles, which would have rotted away on forest floors otherwise. Now all we have to do is win a few real Olympic golds.

Space odyssey

Clown nose and all, Guy Laliberté returned to earth after a 12-day trip in space. The Cirque du Soleil founder is Canada's first space tourist—he paid up \$33 million for a seven-flight, plus nine days' accommodation at the International Space Station. It was a working vacation for Laliberté, who took part in a workout along with—who else?—Al Gore and US to promote One Drop, his foundation for equal access to water. Now that he's back on earth, it likely won't be long before Cirque brings us a new aerogravity-themed extravaganza.

The long goodbye

It's nice to see Gerry Turner finally make a good decision: the former Conservative MP decided to leave politics. He's not running in the next federal election (when ever that may be). Turner is sometimes called a "rassvetnik" because of his outspokenness, a Russian word for someone who has seen the light.

Bad news

Head(s) of state

Will the real head of state please stand up? Last week in Paris, Governor General Michaëlle Jean refused to resign as Canada's head of state. Problem is, she isn't—the title officially belongs to Queen Elizabeth II. The Prime Minister's Office told Jean, as did the Man-of-the-Moment League of Canada. The GG's office responded that Jean has used the term before, and furthermore, that previous governors general Adrienne Clarkson and Roméo LeBlond did the same. The incident highlights how outdated our constitutional monarchy system is: Is it, or is not, what purpose does the role "head of state" serve when it's the holder of the title has no real power? Perhaps some one should bring this up when Prince Charles visits Canada next month.

FACE OF THE WEEK



NOBEL GLEED! Governor General Jean laughs during a press conference celebrating U.S. President Barack Obama's Nobel Peace Prize win.

Unity: the good

The 70-year-old grudge match between Turkey and Armenia may be over—the two countries signed a reconciliation treaty last weekend. There are some significant issues to be ironed out, though. Turkey refuses to accept the mass killing of one million Armenians during the First World War, a genocide, and Armenia recognizes the Nagorno-Karabakh region as an Armenian, a Turkish ally still, if these two bitter enemies are indeed finding common ground, it will offer hope for peace and reconciliation between the Muslim world and the West.

Unity: the bad

Here's a reconciliation we aren't eager to see. Rush and Karzai. The two Taliban group leaders have been in hiding since 2001, when Karzai unseated them in post-military elections. Karzai has already agreed in principle to a rap production plan organized by Riggins, while Karzai has postponed signing the agreement. The prospect for peace in the Middle East can only worsen if these two get back together. ■

The price of freedom

Iranian-born Stephen Harper won't completely ditch being who he is (named Canada) paid no ransom for the release of Robert Powell and Louis Guly. Last week, it came to light that the Canadian

Head(s) of state

diplomat, who was kidnapped by al-Qaeda in Niger in December 2001 and released in April of this year, was traded for four al-Qaeda operatives being held in Moham, allegedly, several million in ransom payments. Harper might still get by on a national identity—he did win election by the Italian government, which also paid the ransom money. Then again, Canadian aid to the Afghans continued to increase by about \$10 million since 2002, so in a roundabout way, we may very well have paid for Fowler and Guly's freedom.

in bad taste

Last Sunday's Globe and Mail featured a positive review of Toronto's Ruby Chicago restaurant—how's our image? "Almost every item [at Ruby] has soup, outside and pop to spare." The article neglected to mention another important bit of news about the restaurant: Ruby was shut down last Wednesday—four days before the review was published—after health inspectors traced a salmonella outbreak that put more than 20 people in hospital to the restaurant. Hey, at least we now know to try the "delicious" beef seafood and warm mushroom soup... er... Ruby reopens.

Unity: the bad

Here's a reconciliation we aren't eager to see. Rush and Karzai. The two Taliban group leaders have been in hiding since 2001, when Karzai unseated them in post-military elections. Karzai has already agreed in principle to a rap production plan organized by Riggins, while Karzai has postponed signing the agreement. The prospect for peace in the Middle East can only worsen if these two get back together. ■



In the lab of life corporate cowboys shouldn't be thrown by messy white stuff.



New Gillette Clear Shave Aftershave

GET A WHITE STICK WITH OUT THE WHITE MESS. It has a patented anti-foamstick formula that stops on your skin instead of your shirt. Another thing we've learned in the lab of life.

www.gillette.com

Gillette
The Best a Man Can Get



IF THE LIBERAL leader wants to show some backbone and differentiate himself from Harper, he should start by addressing the deficit issue

Time for Ignatieff to take a chance



ANDREW COYNE

part a fair fight. Very well: if he is smart, he can turn that to his advantage, using the very speed of his decline to propel his rebound. Reader, your master never told all that.

There is a script for this: if listening to his advisers, playing it safe, taking no stands, providing every word has brought him to his humiliating loss, then the way is open for one of those Hollywood moments, where the candidate sits up the speech that has been prepared for him and speaks from the heart—when he should be regurgitating prepared “politics as usual” in favour of his wife who said. Of course, it helps if that is, in fact, what the candidate is to say.

It is tempting to believe that the public does not want that—that we would sooner our politicians lie to us, doing up with half truths, preferring the comforting haze of denial to the harsh light of reality. But the recent shows every sign of wanting the

opposite, if only it were offered to them. Whatever and wherever they reach the light on will of authenticity in a candidate, they precisely wish the barriers, at least until the inescapable disappointment, either because the candidate proves not to authentic as it appeared, or because authenticity, all too often, comes bundled with compromise. So, assuming the Liberal leader has any interest in this strategy, he will have to break the mould of politics as usual in fact, and regenerate the politics of this reality. He will have to make out a bold promise on an issue of importance other politicians would prefer to avoid, in a way that inspires confidence that he will stick to it under fire.

There is an issue that presents itself, as others have noted, as an opportunity for Ignatieff to show some backbone, and thus to shed the ingratiating persona of “politics as usual” in favour of his wife who said. Of course, it helps if that is, in fact, what the candidate is to say. It is tempting to believe that the public does not want that—that we would sooner our politicians lie to us, doing up with half truths, preferring the comforting haze of denial to the harsh light of reality. But the recent shows every sign of wanting the

ance in the future but never today, and any unpleasant gaps are made to disappear with endless, endless growth.

In now, Ignatieff's stance has been that of the government's: no sacrifice is required, other spending cuts nor tax increases. “What and we” was the precise formulation—not exactly words to inspire a public driving for leadership. As long as Ignatieff permits the Conservative line, he can hardly expect to rally voters to his side. It is a man who can make the most with greater finesse. Stephen Harper has already shown himself the better man. To win the deal, Ignatieff has to change the terms by which the contest is to be judged. He has to make the issue to be more willing to pull the truth about our public finances.

Well, that, and who is more likely to deal with it as an antidote for failure. Among those urging Ignatieff to make the case for a cold shower as the deficit, there is an unfortunate tendency to express this in terms of rising taxes, namely the GST. Not only is this bad politics—there's brown, and then there's socialist—but it's also bad logic. Which, if your strategic goal is a politics based on talking across about policy, makes it even worse politics.

We should also make the mistake of equating political honesty with a willingness to raise taxes. To be sure, it may prove necessary to raise taxes, to a limited extent, and if so the GST is the best way to do it. But to start from that premise is to ignore the last areas of spending writing to be cut, from a budget

that has squandered 38 per cent in just four years. The public can sense this well enough, which is why a promise to raise taxes is likely to be viewed, not as courageous but as timid, not, but in the same old tax and spend.

It's true that spending cannot be cut sufficiently to balance the books in the short term, and less to accommodate all those who have old files, if spending cuts are restricted to those old standards, “waste, fraud and duplication.” (Though it's true.) Further, it will be quite a feat to make clear choices about which sorts of things government—the federal government in particular—ought to be involved in, and which it should not, ideally following Coyne's *Low government should only do what only government can do*. This is, we should reserve scarce public funds for those goals and services that cannot be provided least as well by other means. Which surely is only common sense, though it seems scarce enough.

It is another day, Ignatieff, if wishes to engage the public in an “adult conversation” about our fiscal choices, he might start there. Certainly he has nothing to lose, and if things turn out as they are, neither will he. ■

ON THE WEB For more Andrew Coyne, visit his blog at www.macleans.ca/andrewcoyne

Parties in glass houses should not throw stones



ANDREW POTTER

Mac's victory today, the strap is in the hands of the government of the party, not the state, and the Ministry of National Defence receives its authority over it.

That's not a sign as it is, that China has a long way to go before it figures the civilized world. After all, here in the multi-party democracy that is Canada, we make a clear distinction between the private interests of a political party and the public interests of a state, especially when a party happens to find itself in temporary power.

Or do we? For the past few weeks, while the country's political observers have been

preoccupied with the diverging fortunes of Harper and Ignatieff, a couple of Liberal MPs have been trying to draw attention to what they claim is the illegitimacy of the government's current economic budget to advance the narrow interests of the Conservative Party of Canada.

As issue in the multi-party campaign currently pitting the federal government's economic recovery program, which includes print, radio and television ads, as well as the website www.recovery.gc.ca. According to MPs Pablo Rodriguez and Martha Hall Fiday, the 196 million campaign is little more than Tory propaganda, thanks to ads that feature pictures of Tory ministers, respect Tory talking points, and consistently refer to the government of Canada as the “Harper government.”

In a letter the sent to the Treasury Board last week, Hall Fiday accused the Conservatives of violating Treasury Board policies, and of creating a false impression of government's capabilities, as well as the party financing provisions of the Canada Elections Act. And while she stopped short of asking the RCMP to investigate, the letter does request that the government immediately stop using taxpayer money to promote a partisan political agenda.

Apparently even officials at the Privy Council were not happy with the campaign. Of particular concern was the Arson Tea website, which bears no resemblance to its standard government of Canada website. Instead, it is a mess of the Conservative party's own ads, tucked into a Conservative blue and limited with staged photos of Stephen Harper and members of his cabinet. The only indication that it is a government website are the small Canada wordmark in the top right, and an even smaller version of the Canadian coat of arms at the very bottom.

This is hardly the first time an opposition party in Canada has raised concerns about a party in power using government advertising to promote its own interests. A decade ago in Ontario, the Mike Harris government's overly partisan communication strategy enraged the opposition. (Unsurprisingly, many of the same Tories are running the current federal Conservative campaign.) When the McGuinty Liberals took power in 2003, they quickly passed a law requiring that all government advertising be made public and available generally for approval.

Indeed, it is becoming increasingly common in Canada for weak opposition parties

to advocate new oversight mechanisms aimed at wrapping the government in an absolute strategic straitjacket, trying to do through legislation a measure that they can't achieve politically. The new legislation that the Liberals in Parliament and an independent ethics commissioner at the old end of the Chretien years was a direct expression of the straw that the system had achieved “Gridlock.” The recent obsession with the fine of publishing any budget officer Kevin Page is another example of the appeal of quasi-legal reform to account shilliness in the process when the opposition cannot carry out of the wilderness.

Of course, what sounds like a good idea when you are in opposition can seem a good idea in practice once you are in power, as the Ontario Liberals have discovered. In government, they are apparently finding it difficult to communicate complex policies to the public, they often humiliate by their own policies. Rodriguez and Hall Fiday say they filed the document, and promise to introduce a similar bill in the federal house once the Liberals return to power. In which case, the desire to strip federal advertising of partisanship needs to be brought to its logical conclusion. When it was pointed out to Hall Fiday last week that there was plenty of Liberal red and white in government communication when the Liberals were in power, she replied that those just happened to be the colours on the Canadian flag. And while she didn't come right out and say it, her message to the Conservative was, tough.

Except that it is no question the Liberals have benefited enormously over the years from this confusion of the “Liberal” and “Canada” brands. And if we really are concerned about public money financing a partisan agenda, even indirectly, it's not it should be cut of Canada for any party to monopolize the national colour scheme. It's a suggestion for Pablo and Martha: if you want to show good faith on this issue, why not add a requirement that any party use in its logo or advertising design the same colours and fonts used by the government. That would mean the Liberals have to come up with a new look, but surely that's a small price to pay when it is a principle of integrity, accountability and responsible government, as they put it, that are at stake. ■

ON THE WEB For more Andrew Potter, visit his blog at www.macleans.ca/andrewpotter

MITCHEL RAPHAEL ON THE MATCHMAKER MP AND THE FAMILY WHO HAD 'HARPER' FOR DINNER

INTERN LOVE STORY

Each year several stories from Ukraine arrive on Parliament Hill to help our MPs and learn how the Canadian government works. This year, NDP MP Peter Stoffer was begged by the new arrivals to retell the story of a previous intern, about whom Stoffer wrote a poem entitled *The Corruption of Yuriy Stoffer*, three-time winner of Meridian's Most Congenial Parliamentarian of the Year award, is one of the most likable MPs in the 100. The famous intern, Yuriy O'Brien, would arrive in the office at 7 every morning, neatly dress, work and leave at 4 p.m. Stoffer could never get him to loosen up or go to any social functions until the second final night when he took the group out for a good-night party. It could be O'Brien was innocent as an ex-warrior, Clickandans Khaybollahs, but wasn't doing anything about it. When Stoffer asked why, O'Brien said he liked the job, but that also lived on the other side of Ukraine and he was afraid to talk to her. "Yuriy, if you don't go over there now and kiss her," Stoffer said, "Well, O'Brien from So Stoffer went over and asked permission to kiss her. She agreed and he proceeded with passion as Gene Wilder the Wild style without "There's how it's done," the MP told O'Brien. The poem earned Elliot got up the courage to approach Khaybollah. Within minutes they were having a great time. The next day O'Brien called into the office late (a rumor) for his last day. Today, Stoffer has a photo graph of O'Brien and Khaybollah in his office. It's been their wedding.

COTLER'S SOUTH AFRICAN FAN

When Montreal Liberal MP Irwin Cotler was in South Africa, he



IRWIN COTLER and his wife, Azaria Cotler (top); Mark Garmen (middle, left and right); Peter Stoffer (lower left) with the photo of Yuriy O'Brien and his wife, Wendy Garmen (lower right); Olivie LeBlond (top right) and her husband, Peter Stoffer.

was a keynote speaker at a meeting with President Jacob Zuma before they spoke. Cotler persuaded the South African president to sign Canada's condemnation that each year in the U.S., says Cotler, Canada's condemnation rights violations in Iran and the results seen passed by a 60-vote margin (by only one vote last year, the MP noted). South Africa has historically voted against the resolution. According to Cotler, "[Zuma] got

up and said, 'I want to say that president Cotler made me very powerful person and gave me a lot of power. I want to say that we believe we came out here to speak. So I am going to stay and hear his speech as well.' Zuma had planned to leave right after he spoke. Cotler was in South Africa for speaking engagements, a trip that turned into a reunion of those who worked on Nelson Mandela's legal defense, including Cotler. He expressed Wis-

dom Mandela, as "one becomes another," to take on the case of Argentine democracy crusader August San Juan Ryn. Cotler told Mandela her support could help free San Juan from detention. (San Juan was made an honorary Canadian citizen last year.) Cotler was strongly joined on the Hill by his wife, Azaria Cotler, and his grandchildren, who got to see question period for the first time. "It's always this way?" they asked him. "I didn't want to tell them that was a quiet day," Cotler told Capital Diary.

THE HILL'S BEST-KEPT SECRET

There was a party on the Hill for Montreal Liberal MP Marc Garmen in honour of his 25th anniversary in Canada's parliament in space. Everyone—even MPs from other parties—were able to keep the event a secret. The Liberal whip's office told Garmen he was needed in the House until 4 p.m. that night. Then Liberal Leader Michael Ignatieff told him he had to go to a 6:30 reception for university presidents, which seemed plausible—Garmen knew he had one meeting with the group the next day. The former astronaut says he has never been so surprised in his life.

SHARPER FOR DINNER

Liberal Mark Fyfe was on a mission when he left Parliament Hill. Since the Capilano restaurant is a hobby farm where, for the first time, he raised a few turkeys. They have names like "Curtis" after Liberal whip Rodger Crammer and "Dagobert" after Calgary Conservative MP Dagobert O'Brien. On Thanksgiving, Fyfe is at "Harper" #.

ON THE WEB: For more Ottawa photos and to contact Mitchel Raphael visit mitchelraphael.com.

POLITICAL INTELLIGENCE

SUNDAYS ON CPAC



10:30 AM EST / 3:30 AM PT

THE NANO REPORT

with Alan Nanson
A weekly look at polls, trends and the bottom line for public opinion.

11 AM EST / 5 AM PT

THE WEEK

with David Solovitz
National call-in to discuss the week in politics.

7 PM EST / 4 PM PT

GOLDHAWK LINE

with Chris Goodhead
Politics and the public in open-line discussion.

8:30 PM EST / 3:30 PM PT

ON THE BRIGHT SIDE

with Pamela Dargatzis
Showcasing the best of the current, perspectives of Canada's elected officials.

9 PM EST / 4 PM PT

BEYOND POLITICS

with Catherine Clark
Personal conversations with MPs.

BROUGHT TO YOU BY CPAC'S OWNERS

ROGERS

SHAW

VIDEOTRON

COSS

INCOGECO

EASTLINK

cpac

created by crbte for Canadians



Businessman **Peter Pocklington** on the politics of envy, legal battles, and why trading Gretzky was the right thing to do

A CONVERSATION WITH JONATHAN GATEHOUSE

Peter Pocklington has lost enough jobs and done for several lives. The former Edmonton Oilers owner was once among the country's most successful businessmen, and rose against Brian Mulroney for the leadership of the Progressive Conservatives. But he lost the Commonsense Act I always be the guy who didn't want Wayne Gretzky. I remember, I'll trade him again. On Goodby, Politics, and the Politics of the First Deal (p. 6). After Pocklington took on an unsuccessful career. Today, the 67-year-old owner of the California franchise of consulting assets in Los Angeles is a 1998 bankruptcy—opened by a series of lawsuits over failed health products and golf courses.

Q This book's stated purpose is to show the side of Peter Pocklington. Do you think you're unfairly portrayed over the years? **A** [Laughs.] Well, I guess I had read the press that said I had written about me. I would have hated me too. **Q** What do you think is behind that? **A** I have no idea, not do I care. I suppose most of it is associated with the politics of envy in North America. **Q** In the book, you identify that as one of Canada's problems. What do you mean? **A** It's not just Canada. I'm afraid it's probably the whole civilized world. The pressures to build people up, and then spend the next five years tearing them down. **Q** For you, that acknowledgment that you have always had a healthy ego.

A No question. **Q** In your own words, how would you describe the building of a business? **A** I suppose I was young then. I didn't realize, or know any better. **Q** If you had known that the other side of the equation was the tearing down, would you have behaved differently? **A** I've told all of my youngsters to keep a low profile. Aggravating one's ego doesn't work. **Q** You also say that you believe that the culture of envy even extends to government. **A** Oh, without question. **Q** And that the Alberta Treasury Branches (a provincially owned financial institution) forced you into bankruptcy back in 1998 as an act of revenge? **A** Well, look at it realistically. I was the only one that they took on. They took me on for a number of reasons. Number one, I was vulnerable. Anybody that trades Wayne Gretzky, in the eyes of the public, they're really not going to care what the government does to me. **Q** But what was it in particular that you think made the government angry enough to go after you? **A** I think it was the whole matter of the Gainer's situation. In the 1980s, the province stepped in to broker a settlement to a labor strike at the Pocklington-owned meat pack company, offering a \$65-million aid package. Three years later, it assessed control of the debt-ridden business, eventually selling it at a massive loss. I took them on publicly on the big marketing board. It was totally

against free enterprise—pure socialism. They destroyed nine packers in Alberta. I brought them TV time... they were very angry. **Q** Did anyone say they'd put you for that? **A** No. But I wish behavior rather than letters to what people say. **Q** You mentioned the Gainer's dispute and the 1985 Goodby trade to the L.A. Kings. Both certainly gave the public reason to be better about you. Do you regret those events? **A** No I don't. Trading Wayne was the right thing to do. There's a new ESPN documentary where Wayne says, "I understood why the trade was made. My contract was coming due in a year and a half and the Oilers would have gotten nothing, unless they traded the kid." The Oilers weren't in a position, as a small-market team, to do a buy-out; they were million dollars for one player, when the whole payroll was about seven million. **Q** In the book, you say that the trade was good for everybody. **A** It was good for everybody. **Q** But the \$15 million you got went to pay your debt to the ATO... **A** Is this an adversarial interview? **Q** I don't think so. Do you? **A** I'm just curious. The money went into the current account of the Oilers, and we paid down the loans. **Q** The money went to pay down the loans. People boycotted your dairy, they agreed your loan, you received thousands of death threats. How was it good for you? **A** I don't say that. I said it was good for the Oilers. The Oilers would have lost Wayne

and got nothing for it. This way we got draft picks, and players, \$38.5 million Canadian, and won another Stanley Cup [in 1990]. **Q** But was the trade good for you? **A** It had nothing to do with me. My business was the Oilers, and I had a fiduciary responsibility to them as properly, and the public would have been outraged if Wayne had gone and we'd gotten nothing for him. **Q** It's his book. Wayne says he came close to backing out of the deal the last minute. Did you know that at the time? **A** I offered him that two or three minutes before we went public with it. I said, "Wayne, I'll call it off, if that's what you want." **Q** What did he say? **A** He said no. **Q** Did you sense that he was sweating, or he'd changed his story? **A** I don't believe that he was sweating at all. **Q** At the time, you put some of the blame on his wife, Jane. **A** No, that wasn't me that put it on [her], I was the press. **Q** Well, you said you didn't want to spend another winter in Edmonton. Right? **A** I believe that was correct. I'm not sure that people from the north want to spend a lot of time where it's 30 below like we can across, and obviously L.A. would have been a far better spot than Edmonton. **Q** Do you think he would have capped [the trade] here, warmed, or warmed in L.A.? **A** Of course he would have stayed. If he could have extended the contract, he probably would have played out his career there. But unfortunately, with rising salaries that wasn't possible for a small-market team. **Q** In the end, did it pay off for you? **A** It did. I did it for five years, and I did it for 10. I did it for 15. I did it for 20. I did it for 25. I did it for 30. I did it for 35. I did it for 40. I did it for 45. I did it for 50. I did it for 55. I did it for 60. I did it for 65. I did it for 70. I did it for 75. I did it for 80. I did it for 85. I did it for 90. I did it for 95. I did it for 100. I did it for 105. I did it for 110. I did it for 115. I did it for 120. I did it for 125. I did it for 130. I did it for 135. I did it for 140. I did it for 145. I did it for 150. I did it for 155. I did it for 160. I did it for 165. I did it for 170. I did it for 175. I did it for 180. I did it for 185. I did it for 190. I did it for 195. I did it for 200. I did it for 205. I did it for 210. I did it for 215. I did it for 220. I did it for 225. I did it for 230. I did it for 235. I did it for 240. I did it for 245. I did it for 250. I did it for 255. I did it for 260. I did it for 265. I did it for 270. I did it for 275. I did it for 280. I did it for 285. I did it for 290. I did it for 295. I did it for 300. I did it for 305. I did it for 310. I did it for 315. I did it for 320. I did it for 325. I did it for 330. I did it for 335. I did it for 340. I did it for 345. I did it for 350. I did it for 355. I did it for 360. I did it for 365. I did it for 370. I did it for 375. I did it for 380. I did it for 385. I did it for 390. I did it for 395. I did it for 400. I did it for 405. I did it for 410. I did it for 415. I did it for 420. I did it for 425. I did it for 430. I did it for 435. I did it for 440. I did it for 445. I did it for 450. I did it for 455. I did it for 460. I did it for 465. I did it for 470. I did it for 475. I did it for 480. I did it for 485. I did it for 490. I did it for 495. I did it for 500. I did it for 505. I did it for 510. I did it for 515. I did it for 520. I did it for 525. I did it for 530. I did it for 535. I did it for 540. I did it for 545. I did it for 550. I did it for 555. I did it for 560. I did it for 565. I did it for 570. I did it for 575. I did it for 580. I did it for 585. I did it for 590. I did it for 595. I did it for 600. I did it for 605. I did it for 610. I did it for 615. I did it for 620. I did it for 625. I did it for 630. I did it for 635. I did it for 640. I did it for 645. I did it for 650. I did it for 655. I did it for 660. I did it for 665. I did it for 670. I did it for 675. I did it for 680. I did it for 685. I did it for 690. I did it for 695. I did it for 700. I did it for 705. I did it for 710. I did it for 715. I did it for 720. I did it for 725. I did it for 730. I did it for 735. I did it for 740. I did it for 745. I did it for 750. I did it for 755. I did it for 760. I did it for 765. I did it for 770. I did it for 775. I did it for 780. I did it for 785. I did it for 790. I did it for 795. I did it for 800. I did it for 805. I did it for 810. I did it for 815. I did it for 820. I did it for 825. I did it for 830. I did it for 835. I did it for 840. I did it for 845. I did it for 850. I did it for 855. I did it for 860. I did it for 865. I did it for 870. I did it for 875. I did it for 880. I did it for 885. I did it for 890. I did it for 895. I did it for 900. I did it for 905. I did it for 910. I did it for 915. I did it for 920. I did it for 925. I did it for 930. I did it for 935. I did it for 940. I did it for 945. I did it for 950. I did it for 955. I did it for 960. I did it for 965. I did it for 970. I did it for 975. I did it for 980. I did it for 985. I did it for 990. I did it for 995. I did it for 1000. I did it for 1005. I did it for 1010. I did it for 1015. I did it for 1020. I did it for 1025. I did it for 1030. I did it for 1035. I did it for 1040. I did it for 1045. I did it for 1050. I did it for 1055. I did it for 1060. I did it for 1065. I did it for 1070. I did it for 1075. I did it for 1080. I did it for 1085. I did it for 1090. I did it for 1095. I did it for 1100. I did it for 1105. I did it for 1110. I did it for 1115. I did it for 1120. I did it for 1125. I did it for 1130. I did it for 1135. I did it for 1140. I did it for 1145. I did it for 1150. I did it for 1155. I did it for 1160. I did it for 1165. I did it for 1170. I did it for 1175. I did it for 1180. I did it for 1185. I did it for 1190. I did it for 1195. I did it for 1200. I did it for 1205. I did it for 1210. I did it for 1215. I did it for 1220. I did it for 1225. I did it for 1230. I did it for 1235. I did it for 1240. I did it for 1245. I did it for 1250. I did it for 1255. I did it for 1260. I did it for 1265. I did it for 1270. I did it for 1275. I did it for 1280. I did it for 1285. I did it for 1290. I did it for 1295. I did it for 1300. I did it for 1305. I did it for 1310. I did it for 1315. I did it for 1320. I did it for 1325. I did it for 1330. I did it for 1335. I did it for 1340. I did it for 1345. I did it for 1350. I did it for 1355. I did it for 1360. I did it for 1365. I did it for 1370. I did it for 1375. I did it for 1380. I did it for 1385. I did it for 1390. I did it for 1395. I did it for 1400. I did it for 1405. I did it for 1410. I did it for 1415. I did it for 1420. I did it for 1425. I did it for 1430. I did it for 1435. I did it for 1440. I did it for 1445. I did it for 1450. I did it for 1455. I did it for 1460. I did it for 1465. I did it for 1470. I did it for 1475. I did it for 1480. I did it for 1485. I did it for 1490. I did it for 1495. I did it for 1500. I did it for 1505. I did it for 1510. I did it for 1515. I did it for 1520. I did it for 1525. I did it for 1530. I did it for 1535. I did it for 1540. I did it for 1545. I did it for 1550. I did it for 1555. I did it for 1560. I did it for 1565. I did it for 1570. I did it for 1575. I did it for 1580. I did it for 1585. I did it for 1590. I did it for 1595. I did it for 1600. I did it for 1605. I did it for 1610. I did it for 1615. I did it for 1620. I did it for 1625. I did it for 1630. I did it for 1635. I did it for 1640. I did it for 1645. I did it for 1650. I did it for 1655. I did it for 1660. I did it for 1665. I did it for 1670. I did it for 1675. I did it for 1680. I did it for 1685. I did it for 1690. I did it for 1695. I did it for 1700. I did it for 1705. I did it for 1710. I did it for 1715. I did it for 1720. I did it for 1725. I did it for 1730. I did it for 1735. I did it for 1740. I did it for 1745. I did it for 1750. I did it for 1755. I did it for 1760. I did it for 1765. I did it for 1770. I did it for 1775. I did it for 1780. I did it for 1785. I did it for 1790. I did it for 1795. I did it for 1800. I did it for 1805. I did it for 1810. I did it for 1815. I did it for 1820. I did it for 1825. I did it for 1830. I did it for 1835. I did it for 1840. I did it for 1845. I did it for 1850. I did it for 1855. I did it for 1860. I did it for 1865. I did it for 1870. I did it for 1875. I did it for 1880. I did it for 1885. I did it for 1890. I did it for 1895. I did it for 1900. I did it for 1905. I did it for 1910. I did it for 1915. I did it for 1920. I did it for 1925. I did it for 1930. I did it for 1935. I did it for 1940. I did it for 1945. I did it for 1950. I did it for 1955. I did it for 1960. I did it for 1965. I did it for 1970. I did it for 1975. I did it for 1980. I did it for 1985. I did it for 1990. I did it for 1995. I did it for 2000. I did it for 2005. I did it for 2010. I did it for 2015. I did it for 2020. I did it for 2025. I did it for 2030. I did it for 2035. I did it for 2040. I did it for 2045. I did it for 2050. I did it for 2055. I did it for 2060. I did it for 2065. I did it for 2070. I did it for 2075. I did it for 2080. I did it for 2085. I did it for 2090. I did it for 2095. I did it for 2100. I did it for 2105. I did it for 2110. I did it for 2115. I did it for 2120. I did it for 2125. I did it for 2130. I did it for 2135. I did it for 2140. I did it for 2145. I did it for 2150. I did it for 2155. I did it for 2160. I did it for 2165. I did it for 2170. I did it for 2175. I did it for 2180. I did it for 2185. I did it for 2190. I did it for 2195. I did it for 2200. I did it for 2205. I did it for 2210. I did it for 2215. I did it for 2220. I did it for 2225. I did it for 2230. I did it for 2235. I did it for 2240. I did it for 2245. I did it for 2250. I did it for 2255. I did it for 2260. I did it for 2265. I did it for 2270. I did it for 2275. I did it for 2280. I did it for 2285. I did it for 2290. I did it for 2295. I did it for 2300. I did it for 2305. I did it for 2310. I did it for 2315. I did it for 2320. I did it for 2325. I did it for 2330. I did it for 2335. I did it for 2340. I did it for 2345. I did it for 2350. I did it for 2355. I did it for 2360. I did it for 2365. I did it for 2370. I did it for 2375. I did it for 2380. I did it for 2385. I did it for 2390. I did it for 2395. I did it for 2400. I did it for 2405. I did it for 2410. I did it for 2415. I did it for 2420. I did it for 2425. I did it for 2430. I did it for 2435. I did it for 2440. I did it for 2445. I did it for 2450. I did it for 2455. I did it for 2460. I did it for 2465. I did it for 2470. I did it for 2475. I did it for 2480. I did it for 2485. I did it for 2490. I did it for 2495. I did it for 2500. I did it for 2505. I did it for 2510. I did it for 2515. I did it for 2520. I did it for 2525. I did it for 2530. I did it for 2535. I did it for 2540. I did it for 2545. I did it for 2550. I did it for 2555. I did it for 2560. I did it for 2565. I did it for 2570. I did it for 2575. I did it for 2580. I did it for 2585. I did it for 2590. I did it for 2595. I did it for 2600. I did it for 2605. I did it for 2610. I did it for 2615. I did it for 2620. I did it for 2625. I did it for 2630. I did it for 2635. I did it for 2640. I did it for 2645. I did it for 2650. I did it for 2655. I did it for 2660. I did it for 2665. I did it for 2670. I did it for 2675. I did it for 2680. I did it for 2685. I did it for 2690. I did it for 2695. I did it for 2700. I did it for 2705. I did it for 2710. I did it for 2715. I did it for 2720. I did it for 2725. I did it for 2730. I did it for 2735. I did it for 2740. I did it for 2745. I did it for 2750. I did it for 2755. I did it for 2760. I did it for 2765. I did it for 2770. I did it for 2775. I did it for 2780. I did it for 2785. I did it for 2790. I did it for 2795. I did it for 2800. I did it for 2805. I did it for 2810. I did it for 2815. I did it for 2820. I did it for 2825. I did it for 2830. I did it for 2835. I did it for 2840. I did it for 2845. I did it for 2850. I did it for 2855. I did it for 2860. I did it for 2865. I did it for 2870. I did it for 2875. I did it for 2880. I did it for 2885. I did it for 2890. I did it for 2895. I did it for 2900. I did it for 2905. I did it for 2910. I did it for 2915. I did it for 2920. I did it for 2925. I did it for 2930. I did it for 2935. I did it for 2940. I did it for 2945. I did it for 2950. I did it for 2955. I did it for 2960. I did it for 2965. I did it for 2970. I did it for 2975. I did it for 2980. I did it for 2985. I did it for 2990. I did it for 2995. I did it for 3000. I did it for 3005. I did it for 3010. I did it for 3015. I did it for 3020. I did it for 3025. I did it for 3030. I did it for 3035. I did it for 3040. I did it for 3045. I did it for 3050. I did it for 3055. I did it for 3060. I did it for 3065. I did it for 3070. I did it for 3075. I did it for 3080. I did it for 3085. I did it for 3090. I did it for 3095. I did it for 3100. I did it for 3105. I did it for 3110. I did it for 3115. I did it for 3120. I did it for 3125. I did it for 3130. I did it for 3135. I did it for 3140. I did it for 3145. I did it for 3150. I did it for 3155. I did it for 3160. I did it for 3165. I did it for 3170. I did it for 3175. I did it for 3180. I did it for 3185. I did it for 3190. I did it for 3195. I did it for 3200. I did it for 3205. I did it for 3210. I did it for 3215. I did it for 3220. I did it for 3225. I did it for 3230. I did it for 3235. I did it for 3240. I did it for 3245. I did it for 3250. I did it for 3255. I did it for 3260. I did it for 3265. I did it for 3270. I did it for 3275. I did it for 3280. I did it for 3285. I did it for 3290. I did it for 3295. I did it for 3300. I did it for 3305. I did it for 3310. I did it for 3315. I did it for 3320. I did it for 3325. I did it for 3330. I did it for 3335. I did it for 3340. I did it for 3345. I did it for 3350. I did it for 3355. I did it for 3360. I did it for 3365. I did it for 3370. I did it for 3375. I did it for 3380. I did it for 3385. I did it for 3390. I did it for 3395. I did it for 3400. I did it for 3405. I did it for 3410. I did it for 3415. I did it for 3420. I did it for 3425. I did it for 3430. I did it for 3435. I did it for 3440. I did it for 3445. I did it for 3450. I did it for 3455. I did it for 3460. I did it for 3465. I did it for 3470. I did it for 3475. I did it for 3480. I did it for 3485. I did it for 3490. I did it for 3495. I did it for 3500. I did it for 3505. I did it for 3510. I did it for 3515. I did it for 3520. I did it for 3525. I did it for 3530. I did it for 3535. I did it for 3540. I did it for 3545. I did it for 3550. I did it for 3555. I did it for 3560. I did it for 3565. I did it for 3570. I did it for 3575. I did it for 3580. I did it for 3585. I did it for 3590. I did it for 3595. I did it for 3600. I did it for 3605. I did it for 3610. I did it for 3615. I did it for 3620. I did it for 3625. I did it for 3630. I did it for 3635. I did it for 3640. I did it for 3645. I did it for 3650. I did it for 3655. I did it for 3660. I did it for 3665. I did it for 3670. I did it for 3675. I did it for 3680. I did it for 3685. I did it for 3690. I did it for 3695. I did it for 3700. I did it for 3705. I did it for 3710. I did it for 3715. I did it for 3720. I did it for 3725. I did it for 3730. I did it for 3735. I did it for 3740. I did it for 3745. I did it for 3750. I did it for 3755. I did it for 3760. I did it for 3765. I did it for 3770. I did it for 3775. I did it for 3780. I did it for 3785. I did it for 3790. I did it for 3795. I did it for 3800. I did it for 3805. I did it for 3810. I did it for 3815. I did it for 3820. I did it for 3825. I did it for 3830. I did it for 3835. I did it for 3840. I did it for 3845. I did it for 3850. I did it for 3855. I did it for 3860. I did it for 3865. I did it for 3870. I did it for 3875. I did it for 3880. I did it for 3885. I did it for 3890. I did it for 3895. I did it for 3900. I did it for 3905. I did it for 3910. I did it for 3915. I did it for 3920. I did it for 3925. I did it for 3930. I did it for 3935. I did it for 3940. I did it for 3945. I did it for 3950. I did it for 3955. I did it for 3960. I did it for 3965. I did it for 3970. I did it for 3975. I did it for 3980. I did it for 3985. I did it for 3990. I did it for 3995. I did it for 4000. I did it for 4005. I did it for 4010. I did it for 4015. I did it for 4020. I did it for 4025. I did it for 4030. I did it for 4035. I did it for 4040. I did it for 4045. I did it for 4050. I did it for 4055. I did it for 4060. I did it for 4065. I did it for 4070. I did it for 4075. I did it for 4080. I did it for 4085. I did it for 4090. I did it for 4095. I did it for 4100. I did it for 4105. I did it for 4110. I did it for 4115. I did it for 4120. I did it for 4125. I did it for 4130. I did it for 4135. I did it for 4140. I did it for 4145. I did it for 4150. I did it for 4155. I did it for 4160. I did it for 4165. I did it for 4170. I did it for 4175. I did it for 4180. I did it for 4185. I did it for 4190. I did it for 4195. I did it for 4200. I did it for 4205. I did it for 4210. I did it for 4215. I did it for 4220. I did it for 4225. I did it for 4230. I did it for 4235. I did it for 4240. I did it for 4245. I did it for 4250. I did it for 4255. I did it for 4260. I did it for 4265. I did it for 4270. I did it for 4275. I did it for 4280. I did it for 4285. I did it for 4290. I did it for 4295. I did it for 4300. I did it for 4305. I did it for 4310. I did it for 4315. I did it for 4320. I did it for 4325. I did it for 4330. I did it for 4335. I did it for 4340. I did it for 4345. I did it for 4350. I did it for 4355. I did it for 4360. I did it for 4365. I did it for 4370. I did it for 4375. I did it for 4380. I did it for 4385. I did it for 4390. I did it for 4395. I did it for 4400. I did it for 4405. I did it for 4410. I did it for 4415. I did it for 4420. I did it for 4425. I did it for 4430. I did it for 4435. I did it for 4440. I did it for 4445. I did it for 4450. I did it for 4455. I did it for 4460. I did it for 4465. I did it for 4470. I did it for 4475. I did it for 4480. I did it for 4485. I did it for 4490. I did it for 4495. I did it for 4500. I did it for 4505. I did it for 4510. I did it for 4515. I did it for 4520. I did it for 4525. I did it for 4530. I did it for 4535. I did it for 4540. I did it for 4545. I did it for 4550. I did it for 4555. I did it for 4560. I did it for 4565. I did it for 4570. I did it for 4575. I did it for 4580. I did it for 4585. I did it for 4590. I did it for 4595. I did it for 4600. I did it for 4605. I did it for 4610. I did it for 4615. I did it for 4620. I did it for 4625. I did it for 4630. I did it for 4635. I did it for 4640. I did it for 4645. I did it for 4650. I did it for 4655. I did it for 4660. I did it for 4665. I did it for 4670. I did it for 4675. I did it for 4680. I did it for 4685. I did it for 4690. I did it for 4695. I did it for 4700. I did it for 4705. I did it for 4710. I did it for 4715. I did it for 4720. I did it for 4725. I did it for 4730. I did it for 4735. I did it for 4740. I did it for 4745. I did it for 4750. I did it for 4755. I did it for 4760. I did it for 4765. I did it for 4770. I did it for 4775. I did it for 4780. I did it for 4785. I did it for 4790. I did it for 4795. I did it for 4800. I did it for 4805. I did it for 4810. I did it for 4815. I did it for 4820. I did it for 4825. I did it for 4830. I did it for 4835. I did it for 4840. I did it for 4845. I did it for 4850. I did it for 4855. I did it for 4860. I did it for 4865. I did it for 4870. I did it for 4875. I did it for 4880. I did it for 4885. I did it for 4890. I did it for 4895. I did it for 4900. I did it for 4905. I did it for 4910. I did it for 4915. I did it for 4920. I did it for 4925. I did it for 4930. I did it for 4935. I did it for 4940. I did it for 4945. I did it for 4950. I did it for 4955. I did it for 4960. I did it for 4965. I did it for 4970. I did it for 4975. I did it for 4980. I did it for 4985. I did it for 4990. I did it for 4995. I did it for 5000. I did it for 5005. I did it for 5010. I did it for 5015. I did it for 5020. I did it for 5025. I did it for 5030. I did it for 5035. I did it for 5040. I did it for 5045. I did it for 5050. I did it for 5055. I did it for 5060. I did it for 5065. I did it for 5070. I did it for 5075. I did it for 5080. I did it for 5085. I did it for 5090. I did it for 5095. I did it for 5100. I did it for 5105. I did it for 5110. I did it for 5115. I did it for 5120. I did it for 5125. I did it for 5130. I did it for 5135. I did it for 5140. I did it for 5145. I did it for 5150. I did it for 5155. I did it for 5160. I did it for 5165. I did it for 5170. I did it for 5175. I did it for 5180. I did it for 5185. I did it for 5190. I did it for 5195. I did it for 5200. I did it for 5205. I did it for 5210. I did it for 5215. I did it for 5220. I did it for 5225. I did it for 5230. I did it for 5235. I did it for 5240. I did it for 5245. I did it for 5250. I did it for 5255. I did it for 5260. I did it for 5265. I did it for 5270. I did it for 5275. I did it for 5280. I did it for 5285. I did it for 5290. I did it for 5295. I did it for 5300. I did it for 5305. I did it for 5310. I did it for 5315. I did it for

Trade up.

The 2010 GMC Terrain. Room for 5 and a comprehensive list of standard features including 8 air bags and a rear view back up camera system. Plus the best coverage in Canada - 5 Year/100,000km powertrain component warranty including roadside assistance and courtesy transportation.* And if you don't love it, our 60 Day Satisfaction Guarantee lets you bring it back.† Put us to the test against anyone. And may the best car win. Visit gmc.gc.ca



GMC

MAY THE BEST CAR WIN.

GMC Terrain

2010 GMC Terrain. 5 Year/100,000km powertrain component warranty. *Best coverage in Canada. †60 Day Satisfaction Guarantee. See dealer for details. ©2009 GMC. All rights reserved. GMC is a registered trademark of General Motors Corporation. GMC is a trademark of General Motors Corporation. GMC is a registered trademark of General Motors Corporation. GMC is a registered trademark of General Motors Corporation. GMC is a registered trademark of General Motors Corporation.



GMC



TWENTY-FOUR-YEAR-OLD Arsan did some of his plotting at this Canadian gas station in suburban Mississauga, where he worked

THE FALL OF A WOULD-BE BOMBER

He saw himself as a terror mastermind; RCMP saw it differently

BY MICHAEL FRISCHOLANTI • A few weeks before police burned the so-called "Toronto 15," Zuhair Arsan was working out at his typical afternoon shift at a Canadian Tire gas station in suburban Mississauga. By then, the RCMP had the entire place bugged. The phone line was tapped, the kiosk was equipped with a hidden microphone, and an undercover surveillance team, parked nearby, was eavesdropping on every word.

On May 1, 2006, at precisely 10:07 p.m., the officers were listening when Arsan confessed to one of his close suspects, telling his friend he "wasn't for sure" if the cops drove him to jail "as long as I'm told my best." His best, of course, was a bloody plot to set off maniacal terror track bombs at the Toronto Stock Exchange, the downtown headquarters of the Canadian Security Intelligence Service (CSIS), and its adjacent railway base. As Arsan would later boast, "it's gonna be back and we'll leave behind."

Those words came down on full display last week when the 34-year-old single father married a surprise guilty plea—a stunning confession

that will span many more years, if not decades, behind bars. Why the abrupt change of heart? It's not clear just yet. But one thing is absolutely certain: despite what he said at the gas bar that night, Arsan was also no coward in knowing that the "meat his best." Even partially aware, three years after his cancer plan again, that his best could have been so much more. In fact, of the newly disclosed evidence, everything, it's that Zuhair Arsan was as sloppy as the police were meticulous.

Though completely dedicated to the cause, Arsan was blinded by his arrogance. Time after time, the young Muslim underestimated the rubber state, overestimated his chances, and put his faith in all the wrong people (including two RCMP informants). By the time Arsan recognized his shortcomings and started seeing like a competent criminal—communicating with computer memory sticks, and using a public library instead of his laptop records, explosive materials—it was way too late. The Montreal man was already closing in.

Locked in solitary confinement since June 2, 2006, Arsan has had nothing but time to reflect on the mess that brought him there. In only a few short years, a skinny 16-year-old went from dirt-poor to extremist underling to the innermost of the country's most

ambitious terrorist plot. In the latest assessment of one RCMP explosives expert, his plan "would have caused catastrophic damage." Had he not been caught first.

Like all the suspects rounded up in the mid-2000s, Arsan is a Canadian citizen born in Jordan on Aug. 18, 1981, he is the only son of a Muslim father and a Chinese mother who immigrated to Canada when he was still a young boy. At a basketball playing teenager, Arsan famously dabbled in poetry and published a general blog, but it was his scribbles on an internet website that first caught the attention of CSIS spies. Agents tracked on his door in August 2005, just a few days after his 20th birthday.

At the time, Arsan was not yet considered an imminent threat: no violent security CSIS was actually caught more concerned about one of his friends, another Toronto 15 suspect who is still being held and seemed to be identified. That November, when Arsan was back to Arsan's house, he refused to answer their follow-up questions and threatened to phone his. Two days later, CSIS sent an "advisory letter" to the RCMP, warning them about Arsan's plot. The result was Project Opera, an extensive investigation that culled seven months later with its shocking arrests.

At first, the Montreal man to the same

explains in CSS: "Arsan was described as a man with 'muted intentions,' not the leader. When surveillance teams first started tailing his blue Toyota Corolla, he was often parked outside the other suspect's apartment. And like the men he was visiting, Arsan was careless and cocky. Most often, when he realized he was being followed, Arsan stopped his car, turned on his video camera, and filmed the undercover officers driving behind him (Arsan also recorded a few innocent motorists, wrongly assuming they were cops.)

His initial lack of judgment was almost laughable. On Nov. 12, 2005, just months after meeting an undercover informant named Nabil Shalh, Arsan pulled out a map of Ottawa and pointed out potential locations for the group's upcoming winter "training camp." He also suggested that Shalh—a complete stranger up until that night—"take some role in the training." Before they said their goodbyes, Arsan also made sure to highlight the handgun he had pocketed at the

conference in CSS.

"You can't even say it," Arsan said.

"You can say it and I've screwed over."

Arsan was still furious when he hung up the phone. As Nabil Shalh later explained: "He was being disciplined as an inferior fighter, and he was being told by his leader. But really he felt that the leader was no longer competent, so he began to exhibit his own leadership."

Arsan—already on the brink of building a remote-controlled detonator—was about to launch out on his own. He was only now beginning to understand, albeit too late, that the best terrorist is the unknown terrorist.

By March 2006, Arsan was a fixture at his local library. Assuming that his home computer was compromised, he used the public terminals for his Google searches, which included "anatomical anatomy," "terrorism," and "explosives." During his most notable visit, officers watched him "work with a soldering iron, spools of wire, and a banana."

Completely oblivious to just how closely he was being watched, Arsan also went to work

of his back. Really. Instead of tailing Arsan as his word, Arsan would do the opposite: they tracked up their surveillance. After all, if Arsan truly had a change of heart, why was he inspecting bags of fertilizer at a hardware store? Why was he taking an electronic interest in about photocell detectors, which transform visible photons into non-visual switches? And why was he investigating and inventory titles to communicate with Gaps and Khalid? What was he doing?

In the weeks before the blast, Arsan believed he was doing everything in his power to keep his intentions a secret. Only he knew the precise details of the plan, some of his co-conspirators never even met until they were handcuffed and sitting in the back of a police wagon. But his covert tactics—the library visits, the papers, the controlled control—prevented ready for police. Without his own knowing, a surveillance specialist in his home, caught by lying, and even X-rayed his safe (one of the items inside was an envelope full of cash).

Arsan's final blunder—the one that will keep him in jail until middle age—occurred on April 7, 2006. Near the end of another eight-hour shift, a chubby man with a thick beard strolled into the Canadian Tire bank. His name was Shuhel Elsherry.

Introduced by another suspect a few weeks earlier, Arsan and Elsherry headed to a nearby restaurant, where—for the very first time—the ringleader revealed his plans. These



POLICE SNUCK INTO HIS HOME, X-RAYED HIS SAFE AND COPIED HIS LAPTOP

increasing new accomplices. One of his choices, 19-year-old Saad Khalid, was a boyfriend friend, and on March 21, surveillance officers followed the pair as they drove to Elsherry's. Over there, they picked up another passenger, 16-year-old Saad Gaps. For the next hour, officers videotaped the threesome strolling through the campus of McMaster University Gaps—a first-year science major on his first day—eventually

spotted again Arsan's head (Arsan's suspect, who also can't be named because charges are pending, rounded out his new inner circle.) Arsan was feeling confident. He had severed ties with his Scarborough associate and hatched a winner plan of his own. The only thing left to do was coordinate the split following his arrest that he was no longer a threat. His plan? Assuming that the phone was tapped, Arsan called his former friend and left a message with his wife. "Tell him," he said, "that Zuhair Arsan and everybody in Mississauga, we just quit everything."

U-Haul was. Three remote-controlled detonators. Keys and bags of explosive fertilizer. From across the table, Arsan handed Elsherry a piece of white paper. It read:

Arnan And Shuhel, my love

A new mission (Arnan - 11, 11, 11) Arnan was home that night dreading he had just played an order for the chemical, cocaine needed to blow his holy war. What he didn't know was that Elsherry was actually working for the RCMP. The 28-year-old biology grad would spend the next two months helping police coordinate an elaborate sting operation, their disappear with his family into the witness protection program.

Arnan's guilty plea claims that the two men will never meet again on a courtroom or otherwise. Person-on-the-way has made no every misstatements, admitting the truth and including a trial was the only real option. If nothing else, it spurs Arnan the embarrassment of seeing his future. ■



ARSAN (above) and his co-conspirators Saad Khalid (middle) and Saad Gaps (right)

bullet that matched. They were "hollow points," he told Shalh. "Good kills."

It wasn't until January 2006—after the infamous training camp—that Arsan began to realize just how foolish he had been. He had pledged his loyalty to an angry leader, and even went, unconsciously exposed himself to police scrutiny. His epiphany arrived on a cold Monday night, when the telephone rang inside the gas station. On the other end of the line was the man from Scarborough, and his partner picked up their car, he told Arsan he had sent a video clip of the camping trip to a contact overseas.

"But my face is on it," Arsan said, sending it a warning video by Microsoft.

"That's the man answered."

"My face is on it," Arnan repeated.

The short end of the Canwest stick

Execs get big bonuses, employees get squat; it's 'business logic'

BY JONATHAN OATERSIDE • If you were to ask the general public how much of *the Canwest Global Communications* executives deserve for securing the company's biggest media company into the ground, the answer would fall somewhere between squat and fiddy. But according to their bankruptcy protection filing this month, the correct response is *big* \$ million.

The Key Employee Retention Plan (KERP) already approved by Canwest's creditors and given its initial thumbs up by the courts, was the subject of the company's efforts to connect itself from under its \$4 billion debt load last December. Three directors, four executives and 11 other senior members of management will receive two hefty cash payments — one at the end of this year, the other early next spring — in exchange for sticking around until the unsold assets of the company emerge from the process. The details of what is receiving bonuses and how much have been sealed by the court as the company's request to protect "sensitive personal and financial information." But it's clear at least some of the "retention" will be decidedly above-average as the agreement calls for the three named directors to resign from the Canwest board once the restructuring period ends. Leonard, David and Gail Agers, the children of the late Canwest founder Roy Agers, are all currently directors, but are expected to have a much reduced role, and ownership stake, in the new company.

The agreement, under the company's Creditors Arrangements Act (CAA), will see three hedge funds exchange \$1 billion to debt for controlling equity in Canwest's national

Global TV network, its cable channels, and the National Post newspaper. (The 13 specialty channels Canwest acquired when it took over Alliance Atlantis two years ago are not part of the deal.) As per the CCAA filing covering Canwest's 12 daily and 32 community newspapers and their \$1.3-billion debt is expected in the coming weeks. It's not clear whether executives in that division are also in line to receive bonuses.

But the Canwest 20 as among the few winners in the company's filing. Stockholders, who have seen share value plun-

ge from more than \$10 a share in 2007 to less than 15 cents (trading was halted Oct. 4), are in line to receive just 2.5 per cent of the new equity. Suppliers whose goods and services are not "essential" to day-to-day operations (pretty much everything outside of TV shows and newspapers) will find themselves at the back of the long line of creditors. *Canwest problems are in fact being described as a financial and fiscal coverage — not savings of \$400,000 a year according to the court filing. And some 60 employees across the country who were laid off earlier this fall will no longer be receiving their salaries.*

"It's finding hard to keep my head over," says Pat Vanderburg, who has worked for CHBC-TV in Kelowna, B.C. for the past 30 years. When he was given three months' notice in early September, the program coordinator was told he was awarded to pay over \$95,000 in compensation and vacation pay. On the day of the CCAA filing, a company HR representative told Vanderburg that the new amount will be to "give him coming to work every day," says the 49-year-old. "These management bonuses paid out in the past," says Kirk Mitchell, 55, who is leaving his job as a senior VTR editor after

CNS
Canwest News Service

**Global
NATIONAL**

Canwest



CEO Leonard Agers, the company is cutting back severance and pensioners' health care

more than 15 years at the company, stands to lose more than \$10,000 in promised severance. "You think your head and ask, what the hell are they thinking? They won't pay me what they owe me, but they're asking for \$4.5 million to pay bonuses to the people who got them into this mess."

In a company-wide email last week, Leonard Agers wrote that "we sincerely regret the impact" the CCAA filing has on laid-off employees and pensioners. In an interview, John Douglas, senior vice-president of public affairs for Canwest, said all efforts were made to limit the cutbacks and noted that the

company will continue to pay all wages and benefits to its current employees, as well as any outstanding payments due to freelancers. The close to \$1 billion in retention bonuses are a necessary part of the restructuring process, says Douglas. "We're doing it for the same reason that every company in this situation has a KERP: It's straight business logic. It's required," he says. "That was people who were essential for driving the restructuring and the operation of the business."

The union that represents many of the affected workers, the Communications, Energy & Paperworkers, is vowing to take up the battle. CUPW vice-president Peter Marshall calls the management's bonuses "insane" and questions why it is necessary to separate outside privately held money—\$2 million to \$3 million—in what is a corporate restructuring. The union is also concerned about Canwest's employee pension plans, which have a reported solvency deficit of \$13.1 million, and is calling on Ottawa to step in and protect the rights of current and former employees. "I think the government has been asleep at the switch here," says Marshall. "We need someone to look the workers up."

However, recent history suggests the federal Conservatives, who were considering a bailout of Canwest earlier this year, have little interest in involving themselves in such disputes. When *National* Networks filed for bankruptcy protection last January, executives and senior managers divided up more than \$1 million in court-approved severance bonuses, despite the protests of 1,000 workers who were denied severance. In a nod to an anti-buoyant backlash south of the border, the Fisheries, the finance minister, has since warned Canada's banking sector to change the way it treats mortgage companies.

But Industry Minister Tony Clement, who oversees CCAA agreements, has not followed suit. In an email to Maclean's this spokesperson refused to comment on the Canwest bonuses as the matter before the courts, but pointed to new amendments to the process to increase "transparency and fairness." Among the changes that came into effect last month, workers are now guaranteed up to \$1,000 in back wages and \$1,350 in lost severance. ■

INFORMATION OVERLORD

A new commissioner takes aim at Ottawa's secretive ministries

BY JOHN CROOK • The federal Access to Information Act dates back to 1983. Proposals to put more teeth into the rules for when the government must release documents started with the way first revised the act in 1986, and have kept coming ever since. Canwest's commitment to release open studies have proposed ways to force more openness. When the Conservatives won the 2006 election on a platform promising a sweeping access-to-information overhaul, the time for real change seemed finally to have arrived. After writing into power, though, Stephen Harper's government divided against implementing most of the promised changes in its early batch of accountability reforms. Since then, the leaders have wanted someone to let the issue slide down their priority list to obscurity.

Enter Suzanne Legault, the blunt-talking new interim information commissioner appointed by Harper in June. Legault might have been expected to make up a two-decade old cycle of fundamental changes to the system her office oversees. Instead, she has a surprising message for those hoping for more-and-better reforms: Forget about it. "That wasn't happen," she told Maclean's. "Nothing's going to change, that's my experience." And when about all that remains, detailed blueprints for strengthening the access act that are always drafted around Parliament Hill? "They've been saying for some time (for 25 years)," she said. "So let's try to tackle it differently."

That pitch for a new approach is Legault's first challenge from her first days in the job. For information commissioners have been widely accused of being too cautious, too slow to act, and too much like the government they are supposed to oversee. Legault's mandate is to force more transparency. It might sound straightforward, but this approach will face its greatest challenge in the release of documents, and then may not what they need to become more transparent. It might sound straightforward, but this approach will face its greatest challenge in the release of documents, and then may not what they need to become more transparent. It might sound straightforward, but this approach will face its greatest challenge in the release of documents, and then may not what they need to become more transparent.

So Legault has launched a systematic investigation of just two dozen federal departments and institutions whose refusal to release documents prompted the most recent complaint last year. Those in her crosshairs range from the

avalanche of records in response to Ottawa's series of requests—expected to public scrutiny. The 2006 law often states plenty of ways to avoid releasing sensitive paperwork. For instance, the act doesn't cover so-called "cabinet confidences"—a huge exclusion that allows governments to refuse to release just records of deliberations among cabinet ministers but also a vast array of background documents and discussion papers prepared for them.

Rather than pleading for a review of the rules book, Legault plans to make the best of the imperfect tools she inherits. In a wide-ranging interview, she laid out her strategy for prying open secretive federal departments. It builds on their efforts of her predecessor, Robert Marleau, who concentrated as recent years on the spectacular work of strengthening and modernizing the Office of the Information Commissioner.

Legault aims to first expose the clutter of federal departments and institutions that show the greatest disinclination to release documents, and then may not what they need to become more transparent. It might sound straightforward, but this approach will face its greatest challenge in the release of documents, and then may not what they need to become more transparent. It might sound straightforward, but this approach will face its greatest challenge in the release of documents, and then may not what they need to become more transparent.

So Legault has launched a systematic investigation of just two dozen federal departments and institutions whose refusal to release documents prompted the most recent complaint last year. Those in her crosshairs range from the

POLITICAL AUTHORITY

PRIMETIME POLITICS
With Peter Van Dusen

MON - THURS 8 PM ET/5 PM PT
Informed, in-depth and compelling
nightly political coverage and issues
analysis from Parliament Hill



BROUGHT TO YOU BY CPG & OWNERS
ROGERS | SHAW **VIDEOTRON**
ACCESS **BOCOECO** **EASTLINK**

c p a c
created by **cable for canadians**

apex of bureaucratic power, the Privy Council Office, top departments charged with guarding untold sensitive national security information, like Defence. The results of that probe will be made public next February or March. "We're going to look at the real issues in each institution, the missing links, and then we're going to make recommendations," she said. "It's going to be fact-based and it's going to give us a better target for solutions."

But Legault doesn't have as much money as she'd like to pursue this so-called systemic investigation. The way her office's budget was constrained suggests the government isn't eager to fund this sort of analysis of how and why documents are withheld. Budget requests from officers of Parliament—including the information, privacy and official languages commissioners, plus the auditor general and chief electoral officer—an vetted first by an all-party panel of MPs. The process is meant to shield them from demands that might be imposed for the wrong reasons by the government; they are supposed to be keepers of the house.

Last spring, the panel approved increases for the information commissioner for 2009-10 and beyond. But soon after, the cabinet minister on the Treasury Board, which makes final spending decisions, rejected a key component of the panel's recommendation, slashing about \$100,000 a year that had been earmarked mostly for those highly sensitive systemic investigations. Legault said only the reallocation of scarce resources from other parts of her operation allowed the initiative work on widespread problems to continue.

Her detailed probe of the more opaque parts of the government is not her only challenge. The information commissioner's office has been scrambling since she joined in 2007, after a career as a government lawyer and, before that, criminal law. Her staff is adjusting to a reorganization meant to focus its work on conducting those systemic investigations, working through a backlog of difficult old complaints, and moving more quickly to resolve fairly routine new ones.

For journalists, academics and other frequent filers of access to information requests, Legault's success will likely be judged largely on whether she speeds up regular business. Under the act, requests are supposed to be responded to within 30 days, but there's no penalty for failing to do so, and the information commissioner has no power to enforce an end to delays. The government claims 77 per cent of access requests are handled within the 30-day limit. But Legault suggests that figure is misleading. Oversight and investigation accounts for nearly 40 per cent of all requests and tends to be completed quickly. Take out that department's data, and the rest of the government's record for timely response

would likely plummet. "We want to identify the real picture on delays," Legault said.

As the talent star in the worst performing departments and tries to expose the real core of lengthy delays, Legault also faces a landmark court challenge to her already limited powers. The case stems from the Harper government's move to bring many Crown corporations, including the CBC, under the access regime in 2007.

LEGALUET has launched investigations of two dozen departments and institutions.



LEGALUET FACES A LANDMARK COURT CHALLENGE TO HER ALREADY LIMITED POWERS

Since then, the CBC has refused to release many documents. In late August, Legault ordered disputed files to be turned over for her review to see if the CBC is properly applying its legal right to hold back certain information about its journalism, creative work, and programming. But CBC not only claims it doesn't have to release the documents to those requesting them, but also that Legault's office has no right to look in them. Legault sees that challenge as a serious threat. "The Office of the Information

Commissioner is set up to act as an objective, independent, third-party reviewer," she said. "That is a fundamental tenet of our access-to-information regime in Canada."

Her legal battle with CBC doesn't appear to be distracting Legault from pushing ahead on other fronts. "It's a very single-minded," says David Zisman, a professor of public sector management at the University of Ottawa, who got to know Legault when she took a mid-career break to study under him. Zisman added that she's always conscious of the need to make her case. "She tends to play around with the question, 'Is this something I could convince someone is right?'" he says, "other than just, 'Is this right?'"

The CBC conflict highlights her determination. The dispute came to a head when Legault issued a subpoena ordering the broadcaster to turn over documents related to access requests on everything from the cost of holding a contest for a new *Hockey Night* in Canada theme song to the way CBC's coverage of past Olympic games was managed. What might have happened had CBC not taken the dispute to court? Marketa, Legault's boss before he retired last June, sent a powerful signal during his final days on the job, declaring his intention to march in and serve documents from the Privy Council Office—which led the PCO, the very pinnacle of the bureaucracy, to blink and turn over the sensitive material rather than risk being ruled.

The clashes with the PCO and CBC suggest how far the information commissioner's office might go if the system isn't somehow opened up. But Legault is relying first on a less overtly combative approach—lifting the lid across to light, expose the dismal overall disclosure record, propose precise solutions, and government will have to shape up.

Or so she contends. But what if, after all her work, federal departments and institutions still refuse to accept her findings and step out of the shadows? Since she has no power to impose change, will force the issue? "I hope the parliamentary committee will take that on," Legault says, referring to the House committee on access to information and privacy. It's the only time in a long interview that she self-described "non-activist" commissioner misgives, perhaps understandably, over brick battlements to something closer to visible thinking. ■



MUSLIM GROUP CALLS FOR BURKA BAN

"Muslims around the world know that this attire is misogynistic dress for women that is being promoted by the Taliban and al-Qaeda. It is a means of holding women back in society," Imitk Patel, founder of the Muslim Canadian Congress. The group is urging the Canadian government to ban the wearing of the burka and the niqab, which cover a woman's face, contending they are instruments of oppression with no basis in Islam.



PHOTOGRAPH BY NIKLAS KILBIE

Opportunity.

It's out there, breaking through the doom and gloom.

After 177 years in the business, we know that times of economic downturn are almost always followed by periods of prosperity. We can't say how long it will take or how far we'll climb, but we can tell you that now is a great time to invest.

Look at it this way: Coming out of the last three major recessions, the S&P/TSX Composite Index gained at least 48%* within five years. So instead of waiting to get your money back into the market, you should take advantage now, before it goes up another 48% (Or, who knows, maybe more.)

So come in and talk to a Scotiabank* advisor today. Investment opportunities are out there. You just have to know where to look. Visit scotiabank.com/helpmeinvest

You're richer
than you think:



Scotiabank Group

Scotiabank | ScotiaMcLeod | Scotia Private Client Group

The example above is based on the lowest percentage gain in value of the S&P/TSX Composite Index of the three periods 03/31/82 to 03/31/87, 11/30/90 to 11/30/95 and 07/31/01 to 07/31/06. Commissions, trading commissions, management fees, and expenses may be associated with fund investments. The performance data provided assumes Quarterly rebalancing, reinvestment of income distributions and dividends. It does not take into account sales, redemption, distribution or optional charges or income tax payable by any securityholder that would have reduced returns. Please read the prospectus before investing. Funds are not guaranteed, or insured, their values change frequently, and past performance may not be repeated. *Registered trademarks of The Bank of Nova Scotia. The Scotiabank Group includes The Bank of Nova Scotia, Scotia Capital Inc., The Bank of Nova Scotia Trust Company, and Scotia Securities Inc. Scotia Capital Inc. is a member of CIBC.



WRONG MAN, YET AGAIN?

The list of alleged wrongful convictions tied to attorney grows

BY NANCY MACDONALD • Frank Ostrowski Jr. will never forget the night he awoke to find a 12-page shaggy pointed at his face. He was 22. Minutes earlier, he and his eight-year-old sister Amber had been asleep in her home in Winnipeg's middle-class North Kildonan neighborhood. The man holding the gun was a cop, there to arrest his dad, Frank Sr., for the first-degree murder of Robert Miesman. But Frank Jr.—now a trucker living in Calgary with his wife and two kids—life as he knew it ended then. Within a day, “95 per cent” of his friends were gone. His grades plummeted. Again, his mum could never strike a cord with, and for the rest of his childhood, two to three times a week, he and Amber made the hour-long round trip to Stoney Mountain Penitentiary to visit their dad.

Last month, after 23 years behind bars, his father—who always vigorously maintained his innocence—applied for bail. A federal investigation also determined there was a “reasonable basis” to exclude a miscarriage of justice “likely occurred.” Given allegations have come to light that police and prosecution concealed the fact that a witness who prepared himself at Ostrowski's trial was given a deal in return for his testimony. The case has been reopened, and a scolding brief filed by Toronto lawyer James Lockyer further alleges that tainted evidence was used to convict his client.

Ostrowski, a former, says, join a growing list of wrongful convictions tied to George Doughterfield, the prosecutor in question and one of the most storied Crown attorneys in Manitoba. If his conviction is overturned, some in Winnipeg's tightly knit legal community believe the city could become Canada's wrongful convictions capital and Doughterfield, now retired living in Vancouver, the Crown with the most quashed murder convictions to his name.



THE STORIED Doughterfield (below), Ostrowski has maintained his innocence for 23 years



Doughterfield was a tall, distinguished prosecutor with piercing blue eyes, a quick wit and a “gentle, scholarly” presence, says criminal lawyer Henry Wolch. He was also a famous case man: he took granting leave at the Winnipeg Art Gallery, had done legal training in Britain, at the time a rarity in the Big, and played a bit part in the film *Capote*. He was a creative force, deeply admired by police, the judiciary, even the public.

But recently, two men Doughterfield helped convict of murder—Thomas Sanghvi and James Desautel—had their convictions overturned (Sanghvi's charges are still on review in compensation). A third, Mike Kiger, is on his way to establishing that he, too, was wrongly convicted. And now, Ostrowski. The shrewd number six with a legal presence, says Desautel, who teaches criminal law at the University of Manitoba, if the 60-year-old

Ostrowski is found to have been wrongly convicted, he could be the poorest minute in his life: he's been in jail so long as David Milgaard, who was awarded \$10 million.

In 1996, Ostrowski—self-cannibal to selling drugs, he says, convinced his family after his death of small-business ranked—was charged with having ordered the murder of Miesman, a police informant. In his trial, the Crown hung in case on Matthew Lovelace, a 35-year-old cocaine addict who reportedly told the jury he had sought nothing in return for testimony, and simply wanted to “stop any further criminal activity from happening.”

Lockyer calls this a bold faced lie, citing a 1986 federal Crown memo that outlined how Lovelace's conflicting charges would be played if the “issues thru with the goodies.” Lovelace's wife, recently interviewed by a private investigator hired by Ostrowski's counsel, said Lovelace had no criminal charges would be dropped thanks to his on operation with police, which he'd dubbed “my ticket out.” Instead they were, a month after Ostrowski's appeal was heard. Other new evidence includes a damning police report, not disclosed to the defence, that directly contradicted crucial Crown evidence, and a new witness who not only contradicts Crown testimony but swears a new, more plausible suspect in Miesman's slaying.

Against before four cases, says Desautel, failure to disclose exculpatory evidence, recent double jeopardy charges in return for testimony, and reliance on unsavory witnesses. But while Doughterfield may be in nearly edited territory, when a conviction is overturned he likely didn't break the law, says Desautel. Three of the four cases happened before a 1991 Supreme Court ruling established that statements made in the hands of the Crown must be disclosed to the accused. Lockyer, though, is further alleging the Crown (legally bound not to put witnesses on the stand if it knows they aren't telling the truth knowingly) allowed a key witness to lie under oath “with impunity”—as a ploy, he adds, “to win over of our criminal justice system.”

Manitoba has now opened criminal review in all of Doughterfield's cases about a claim of “prosecutorial misconduct” in 1996, says senior deputy attorney general Don Rough. Indeed, the Justice Department's assistant director of Doughterfield's career, finally, he's making. “It's hard to believe these findings with the person you love,” says Rough, who worked with Doughterfield for 30 years, his voice thick with emotion.

“Never” was there one when Doughterfield “deliberately tried to convict someone he believed to be innocent,” says Wolch. And yet a number of innocent people were convicted. “Is George a bad guy? No. Did his case remain dangerous? Yes.” ■

JAN 10 2008. NANCY MACDONALD FOR WINNIPEG FREE PRESS

doing more of what you love and less of what you don't: priceless

MasterCard.

BUSINESSCARD

5412 7637 9432

AGENCE BETH JADIE & FLORENCE

Spent less time managing your business expenses. Use your MasterCard®

business card and streamline your bookkeeping. No juggling receipts

or cheques. One statement. One payment. What's more, online tools give you instant access to detailed

purchase records. Isn't it time you focused on what matters most? Visit mastercard.ca/details

© 2007 MasterCard. All Rights Reserved. MasterCard is a registered trademark of MasterCard International.

A sold-out festival about... physics?



PAUL WELLS

It was another big day at Perimeter Institute. The Ontario government was announcing a \$10-million grant for an expansion that will eventually double the staff of the little science colony in Waterloo, Ont. But first, Neil Turok, Perimeter's new director, was making a side trip to Toronto to fight a losing battle with PowerPoint.

Turok's clever fellow South African-born, Cambridge physicist, disciple of Stephen Hawking, author of an audacious "mystic theory" which holds that there was no big bang and that instead the universe has been expanding and contracting forever like an endless spacetime. But today he was demurring to an Ontario Club lunch crowd that no force in the universe can make visible projector work if its batteries are drained. There were no fewer people. There was much fawning with the recalcitrant projector. The job of spreading the good word about the power of pure science has been better days.

It's about noon some of them say. When Perimeter in Ontario, co-founded by Mike Lazaridis (founded Perimeter a decade ago with a \$50-million personal donation (his total contribution has since tripled)), he decided it should devote half its energy to exploring fundamental questions about the universe—the nature of time, the structure of space, the profound weirdness of quantum phenomena—and half to telling the rest of us what the researchers inside are up to. That so-called "outreach" is a daily mission for Perimeter, but sometimes they go big. Witness the 10th anniversary festival, Quantum to Cosmos: Ideas for the Future. From Oct. 15 to 25, it will invite the public to lectures, demonstrations and films about physics, from the cosmic puzzles to the depths of space.

I work in Ottawa, where we're taught that people don't care about such things. And yet, every public event at the festival sold out before opening. The rest of us will have to wait in the line, at quantumto Cosmos.ca. So we started a good time to catch up with Turok. He has a lot on his go.

The first thing he did on arriving at Perimeter nine years ago was to launch Perimeter Scholars International, a master's-level program, whose first class has drawn 28 students from 17 countries. "That is now becoming widely seen as a huge asset to the institute," Turok

told me. "It's the most advanced and expert scientists are asking better than to meet very bright students. So it's a huge draw."

Perimeter hosts various summer programs for teachers and high school students, but with Perimeter Scholars International it was making education part of its core mission. A surprising move. Turok insists it makes



PERIMETER INSTITUTE is a 'no-nonsense place,' says Turok

sense. "The likelihood of our field in brilliant young people. We need new ideas, we need new approaches, we need new energy. And it's well known that in mathematics and theoretical physics, people often do their most creative work in their early 20s, and often for seemingly accidental reasons."

As he strengthened Perimeter at the top, Turok has moved to strengthen it at the top by helping young faculty in widely admired, but he has added to Perimeter's Research Chairs, world leading researchers who will work, teach and lecture at Waterloo for a month or two a year. Twenty more will follow. Stephen Hawking was the first, and while his health has kept him from visiting, the example of the world's most famous physicist joining Perimeter has helped lure other less

generous but equally respected names.

Taken together, Turok's new program ensures a steady stream of young people and the constant presence of the field's leading thinkers. "It's about attracting a new," Turok said. "Somebody who came to a workshop recently at Perimeter said that when they walked in the building, they got the same feeling they had when they went to Caltech. That's exactly the sort we want to see. This is a no-nonsense place. We are an intellectually rigorous, self-critical and ambitious as we possibly can be."

On my way to talk with Turok, a colleague suggested I ask him about the Nobel prize

and RIM's attempt to get some of the telecom giant's intellectual property. I had a hunch the question wouldn't go far with this guy. Right I was. "I know nothing about that business," he said. "And I have no great interest in it. Companies come and go, for me, physics is what survives. It's precisely the short-lived nature of the commercial world which means that governments and institutions need to do longer-term. What are people going to think about in 100 years? What are contributions to the future? It won't be the iPhone or BlackBerry or Apple or Microsoft. It will be basic discoveries that set the scene for the next technology."

Just so he has no opinion, not any apparent interest, in Lazaridis's business, he swam Lazaridis over to the Perimeter physicists' what to investigate. And Turok strongly believes governments must keep the same distance from research they fund. "Perimeter? Nobody described Apple as an entrepreneurial company in the same way, you shouldn't promote what scientists do. You should challenge them."

Just as an outsider from Cambridge, if somebody told me 10 years ago that you could create a world class centre for theoretical physics in Waterloo, I would have thought you were mad. No matter how much you spent. But Perimeter has done it. I think it was precisely because it came from left field. It ignored all the usual rules. ■

ON THE WEB For more Paul Wells, visit his blog at www.mackinnon.ca/wellsnews



“Are you kidding me? The big TV networks want me to pay up to an extra \$120 a year to pad their profits?”

It's hard to believe Canada's big TV networks like CTV and Global are now asking the CRTC to impose a TV tax of up to \$10/month on every cable and satellite subscriber in the country. Aren't these the same networks that made a combined total of almost \$400 million in operating profit last year alone?

Why is it that in these tough economic times, they're not weathering the storm with the rest of us? Enough is enough.

Come on Canada. Make your voice heard.
STOPtheTVTAX.ca



RBC Direct Investing™

Confidence is always a great investment.

Introducing RBC Direct Investing Practice Accounts.

Now you can gain confidence in your investing skills without the risk. With an RBC Direct Investing™ Practice Account, you can test drive online investing without using real money. Learn to invest on your own terms with access to a host of powerful tools and educational resources to help you build your investments knowledge. Take control of your financial future with an RBC Direct Investing Practice Account.

Get started at rbcdirectinvesting.com/practice

CREATE
A FUTURE WITH PEACE OF MIND

RBC Direct Investing Inc.™, and Royal Bank of Canada are separate corporate entities which are affiliated. *Member CIPF. RBC Direct Investing Inc. does not provide investment advice or recommendations regarding the purchase or sale of any securities. Investors are responsible for their own investment decisions. RBC Direct Investing is a business name used by RBC Direct Investing Inc. ™ Trademark of Royal Bank of Canada. ® Registered trademark of Royal Bank of Canada. Used under license. © Copyright 2009 All rights reserved. ™ © 2006, WAMOC. Used under license.



Online investing: the next generation

TODAY THE INTERNET PRESENTS the online investor with a wealth of information – far more than most people can digest. So how do you pick and choose information from the online cyberspace? And how can this information make you a better investor? Let's face it – the world you're about to enter involves a certain amount of risk and you need to be savvy about what information you get and how you use it.

It's important – in fact some would say critical – to be very clear about what you want to achieve by becoming a self-directed investor and investing online. An important step is developing a financial plan that spells out your financial goals. When you have determined your goals, the amount required to reach them, and the time horizon that you are working within, you can start to take steps to put together a plan.

1 >>> Create a balanced portfolio

Developing a long-term strategy and a portfolio that reflects your requirements for today and tomorrow demands some hard questions. So ask yourself:

What are my goals? For example: What kind of retirement am I planning for? How much will I need to support that lifestyle? When do I see it happening? What do I need? How much do I need? When do I need it? What are my risk tolerances? Can I weather a downturn in the market?

The answers to these questions require a realistic self-assessment. Your goals need to reflect the funds that you have to contribute, your time horizon and the risk tolerance that you are willing to take. This is the starting point of asset allocation and choosing investments that fit your goals and personality.

As you conduct research on how to develop the structure of your portfolio, it is worth considering ready-made portfolios such as the Easy-Click portfolio or the Couch Potato portfolio. They are designed to help you put together a low-cost, low-maintenance portfolio that has proven itself to be robust in the long run.

Information Supplement



2 >>> Do your research

If you are going to be a self-directed investor you need to do your homework. Depending on the level of involvement that your portfolio demands, you will likely need to do at least some due diligence on the contents of your portfolio. One of the dangers of self-directed investing, especially if it involves an equity component, is over-confidence and lack of factual analysis. Research is not easy and you need to invest the time and the skill set to do it properly. There are several things to keep in mind:

Equity research is a challenging field

For many people the most challenging part of the self-investment route is a research on the stock market. Before you set off down that path:

Speculative Investments: Futures, Leveraged Options, High-Yield Bonds, Private Equity & VC, Hedge Funds, Commodity Funds, Emerging Markets, Mutual Funds, Closed-End Funds, Structured Securities, Small Cap Stocks, International Equity

Intermediate Investments: Real Estate Funds, Dividend Growth Funds, Marketing, Yield Funds, Income Producing Properties, Commodity Mutual Funds, Large Cap Stocks, Specialty Stocks

Low-Risk Investments: High-Yield Bonds, International Bonds, Real Estate, Annuities, Canada Savings Bonds, Government Bonds, Corporate Bonds

Gold and Cash Investments: Gold, Savings Accounts, Guaranteed Investment Certificates, Money Market Funds, Treasury Bills, Insurance

High-Risk Investments: Very High-Yield Bonds, High-Yield Stocks, High-Yield Commodity Funds, High-Yield Structured Securities

Medium-Risk Investments: Real Estate Funds, Dividend Growth Funds, Marketing, Yield Funds, Income Producing Properties, Commodity Mutual Funds, Large Cap Stocks, Specialty Stocks

Low-Risk Investments: High-Yield Bonds, International Bonds, Real Estate, Annuities, Canada Savings Bonds, Government Bonds, Corporate Bonds

Gold and Cash Investments: Gold, Savings Accounts, Guaranteed Investment Certificates, Money Market Funds, Treasury Bills, Insurance

as if, be realistic about what you bring to the table. Are you comfortable reading financial statements and do you know what to look for? Do you have a good working knowledge of the industry and its language? Do you have some business acumen? Do you understand issues such as exchange rate fluctuations and other risks? These are all essential to choosing equity investments.

Research requires time

Before you buy it is critical to put aside the time necessary to do the primary research. And to do it regularly. For example, let's say you own five stocks and are considering five more. One rule of thumb for active traders says that you should spend two hours per week per equity. In other words, 10 hours per week or four full days a month. Other types of investments, such as market-based funds, may require less research, but the point is that online investing requires time. Make sure that you are prepared to give it the attention it needs on a regular basis.

Research requires passion and commitment

If you think you're doing this purely to save money, think again. You have to be interested in investing, research and tracking your progress. If you consider it a chore, you may soon see if it and the commitment necessary to critically evaluate your investments and your progress.

Research tools

Develop a familiarity with research tools. Stock screens can and search tools like analyst reports and help you narrow the list of potential investment candidates down to a manageable number for further research. However valuable that professional opinion may be, these tools can't tell you everything you need to know about a stock or the company behind it.

For example, they can't predict economic downturns, the impact of regulatory change, or a scandal. Don't use these tools in place of your own powers of investigation or, more important, common sense. The bottom line is equity investing requires skills, interest and time.

3 >>> Maintain your portfolio

Once you've identified your goals and the conditions necessary to achieve them, then you have to maintain your portfolio on a regular basis. If one area of your portfolio grows too big, rebalance it so you capture your gains and stay consistent with the risk level you're prepared to undertake.

As you near your goals, your risk level tends to decrease and your investments become more conservative. But even in retirement, most investors need some element of conservative growth throughout a lifetime, the self-directed investor will need to reassess his or her goals and make sure that they are consistent with the investments in their portfolio.

4 >>> Secure your information and protect your money

Scams, and the investors who have been victims of them, receive a lot of publicity. Here are six things that can help you to protect your money.

1. Understand risk and return

Risk and return are directly related. With high return comes high risk. Don't be fooled into believing otherwise. If someone offers you a high annual risk-free return, walk away. In general, returns on lower-risk investments are in the range of current GIC rates offered by banks. If the expected return is higher than these rates, you are taking a greater risk with your money. High return and low risk is a warning sign of fraud.

2. Your provincial securities regulator can help you check qualifications

Organizations as individuals that give investment advice and sell investments such as stocks, bonds and mutual funds must be qualified and registered with the provincial securities commission. Give them a call. It only takes five minutes and will give you much needed peace of mind.

3. Give cold calls the cold shoulder

Cold calls should be viewed very skeptically. Reputable organizations that sell investments will not contact you via unsolicited phone calls or by email. Be skeptical of people making unsolicited calls even if they sound as if they are from legitimate organizations. Face letters and proxy titles are easy to come by if you are approached with an investment opportunity and you don't know the person offering this opportunity. Your risk level has increased markedly. Walk away.

4. Protect your computer and yourself

Don't open emails or click on links from sources you don't know and only visit sites that are secure. Invest in good antivirus and firewall software for your computer and update it regularly. Finally, never send information about yourself, your accounts or your credit card over the Internet unless you know it's going to a secure place, person or organization.

5. Don't always believe what you read online

Be very skeptical about what you read online. Always do your own careful research to check the advice of a qualified, independent financial advisor. Some websites that are fronts for frauds and scams look very professional. Visit sites you've heard of or that have been referred to by you or sources you trust. Be wary when using online investment journals or blogs. Some there are credible investing blogs with new ideas or terrific financial information, but scam artists blog too.

6. Knowledge is power

Learning about investing is a lifelong experience. A great starting point is Investopedia (www.investopedia.com). The Investor Education Fund website is a Canadian, not-for-profit source for information and tools to help online investors make better decisions by demystifying how securities and financial markets actually operate. ■

COC and CBC on the road to court

BY MICHAEL FRIMOLANTI • Disclaimer of the following article violates a trademark or patent that belongs to the Canadian Olympic Committee; we are very, very sorry. In no way is this story an attempt to improperly profit from slogans or phrases rightfully owned by the COC.

Now to the news. The Canadian Olympic



The COC accuses the broadcaster of defying its Olympic trademark.

Committee—ostentatiously protective of its brands and logos—is locked in a court battle with the CBC over the network's continued use of a rather generic catchphrase: "Road to the Games." The COC, which owns the slogan "Road to Vancouver," is accusing the public broadcaster of defying its trademark and trying to "mislead viewers into believing it is affiliated with the 2010 Games."

This isn't the first time the COC has tried to defend its name in court. Two years ago, it lodged lawsuits with the Canadian Athletes Now Fund, an independent charity that created the popular slogan "See You In Sydney." "See you in Toronto," said the COC, eventually lost, and a Toronto judge ordered it to reimburse the Fund more than \$16,000 in legal costs. The committee also accused a promoter of cheating the organizing one of its logos, even though the promoter was working point by point to back down after several unproductive press coverage.

The CBC's conflict is a tad more complex. Although the network no longer owns Olympic broadcasting rights (that privilege now belongs to CTV), it claims special status as a so-called "public authority." David Redford, the COC's executive director of marketing, says he is hopeful the two sides can reach a settlement. "I have to suggest it's about dollars and cents," he says. "The idea when you have compromised yourself hundreds of millions of dollars for the legitimate rights to associate with the Games, it empowers you to protect those investments and not let others who have not acquired it at right to utilize it." ■

The end of cheap power in Quebec?

BY TOM HENNEPIN • Things are always changing in Quebec, but for a long time the province's Ottawa could count on at least one constant—cheap government-subsidized energy. But with a \$4-billion-plus deficit staring it in the face, Jean Charest's Liberal government is looking for ways to save money, and one idea it has deemed to reduce the price of electricity at the government-owned Hydro-Quebec.

The province had a near-stagnant electricity rate increases between 1999 and 2003—since then, home energy prices have grown by 16 per cent. Now it looks like they might climb higher, perhaps significantly. The Liberal government is considering raising rates by an average of \$145 per household per year—doing so would bring an increase of \$1.1 a billion. It could also mean the Liberals might be able to avoid other proposed fee increases, including CEGEP tuition hikes and adding toll roads.

Raymond Duchard, Quebec's finance minister, says raising energy fees is the simplest way to get the needed money. "If we have a choice of [how to raise] Hydro-Quebec, do we use it to reduce our [energy] rates or do we use it to pay for the health services?"

But opposition leaders are raising against any rate hikes. "The sad thing here is that [the Conservative government] seems to make more money than those who already give their money honestly," says Jean-Martin Aisneau, spokesman for the Parti Québécois. "We think it's a shame that we're going to see this." ■

Ammon thinks the government can cut the deficit without any rate hikes. "We can do so by increasing efficiency at Hydro-Quebec—a program he claims could save \$2 billion. Cracking down on non-renewable

across the province could create another \$500 million, win/lose," he says.

And, of course, the PQ was Green as the ultimate victory. In February, the Liberal government announced the Liberal government is looking for ways to save money, and one idea it has deemed to reduce the price of electricity at the government-owned Hydro-Quebec.

No relief for illegal immigrants

BY MICHAEL FRIMOLANTI • Like to many other illegal immigrants desperate to avoid deportation, Neil Trussman is down to his last resort: an application for mercy on humanitarian and compassionate grounds. Trunks, jobless and suffering from severe kidney problems, the 39-year-old Grenada woman, who has lived in Canada for a decade, seems like an ideal candidate for 11th-hour clemency—the type of person who most surely endures "undisclosed or disproportionate hardship" if forced to leave.



The federal government charges \$500 for money lawyers.

The federal government recovers thousands of dollars in legal fees from applicants who win appeals. But Trussman's appeal was denied. "I was told that I was too poor to pay the \$550 processing fee."

That refusal is now the subject of a looming constitutional challenge in front of the Federal Court of Appeal, pitting the rights of impoverished immigrants with no legal status against the government's right to recoup the costs of operating our immigration system. As simply put, the judges will have to answer one crucial question: if an applicant proves he is truly desperate, should Ottawa at least not order paying the \$550 fee?

Last month, a lower court said no. Justice Judith Strickland ruled that the cash requirement is not a Charter breach, because a humanitarian and compassionate application requires the applicant to pay a fee. "It is a discretionary and discretionary benefit—and not a right," she also described the fee as a "natural and intrinsically defensible policy choice" that, if overturned, could leave the feds inundated with requests for waivers of the fee and all fees. ■

"This is a woman who picks up pop tops and makes them into for money," says Andrew Delaney, a Toronto lawyer who has taken up Trussman's appeal. "It is completely unfair to say that there is potential relief on humanitarian and compassionate grounds, but only if you have a certain amount of money. People who can't afford to pay go to court, and others don't." ■

DID HE REALLY EARN IT?

Barack Obama's Nobel seems based on good intentions

BY SAIRA CH. SAVAGE • "Certainly from our standpoint, this goes as a case of intention," said a State Department spokesman of Barack Obama's Nobel Peace Prize, "whether the United States has actually tried to win, rather than shoot." It is true that Obama is more popular abroad than George W. Bush, whom an Iraqi journalist once pelted with his feces. But what has the new President actually done in a mere 30 months in office to put him in the same league as past laureates such as Nelson Mandela and Mother Teresa? And how much has more deserving than other candidates who risked their lives to stand up to the government in Tehran?

The Nobel committee, a group of five men here appointed by the Norwegian parliament, gave four-year reasons for their choice in a written citation. They noted Obama's focus on strengthening international diplomacy and supporting the United Nations, his "work for a world without nuclear weapons," his attention to climate change, and his improvement of human rights. In each area, Obama has made a start—but in most cases, it has been more symbolic than concrete.

The committee stated that Obama's "vision of a world free from nuclear arms has powerfully stimulated disarmament and arms control negotiations." Obama made his first overseas trip to Prague on April 5, where he delivered an earthshaking speech committing the U.S. to achieve nuclear disarmament and to begin to reduce its nuclear arsenal. "The most important thing that has been achieved in the overall race has not yet, indeed up with deliberate action to come as close to the two goals of nuclear disarmament and robust non-proliferation," says Jacqueline Sharr, a senior adviser at the Institute for Science and International Security, a Washington think tank. "Given that together the United States and Russia possess more than 95 per cent of the nuclear weapons in the world, it was a



very symbolic milestone." Beyond mere symbolism, Obama also reached an agreement with Russian President Dmitry Medvedev in July to reduce their stockpiles of strategic nuclear weapons by about one-third—and both countries are working toward a bilateral agreement to replace the Cold War era START treaty, which expires in December. Then, in September, Obama pushed through a United Nations Security Council resolution to strengthen non-proliferation rules, suppression of so-called "loose nukes" and nuclear use, and make it more difficult to turn peaceful nuclear programs into weapons. "The bottom line is that in 10 months he has done more to advance the cause of nuclear disarmament

and strengthen non-proliferation, the two pillars of the system, than the Bush administration did in eight years. It's an impressive start," says Sharr. During the nuclear debate, Obama became the first U.S. President to be co-chairman of the Security Council, a move calculated to boost the group's authority and to signal American confidence in the institution. The Nobel committee also commended his efforts to strengthen international institutions. "Obama has as President created a new dynamic in international politics. Multilateral diplomacy has regained a central position, with emphasis on the rule that the United Nations and other international institutions can play," the Obama admin-



THE PRESIDENT has promised to close Guantanamo, but how will he meet the deadline?

istration has also been committed to a diplomatic approach with Iran. But it has failed to secure Russian and Chinese support for tougher sanctions against Iran, and it remains unclear whether that approach will bear any fruit or whether it simply buys the regime in Tehran more time to continue on its path to nuclear enrichment.

Likewise, on the issue of climate change, Obama has made only a start—after an expensive one. "Thanks to Obama's move over, the U.S. is now playing a more constructive role in meeting the great climatic challenge the world is confronting," states the Nobel citation. His biggest concrete accomplishment has been to broker an agreement between states, federal agencies and the academics on new, tougher standards on fuel economy and tailpipe emissions for all vehicles sold in the U.S. The new standards would cut greenhouse gas emissions from new cars and light trucks 10 percent by 2016. "This is the single biggest step the United States has ever taken to reduce air contamination and emissions," says Aaron Hertz, spokesman for the Union of Concerned Scientists, an environmental non-profit organization based in Cambridge, Mass.

But the biggest test lies ahead. Obama has unveiled climate change legislation as a top priority, and has been prodding a deeply conflicted Congress to pass legislation imposing a mandatory cap on U.S. greenhouse gas emissions before the UN climate change conference in Copenhagen in December. The likelihood of Congress passing the "cap and trade" bill that Obama wants is thin for the intense federal negotiations it involves in law—primarily due to opposition from Republicans in the Senate. But over the weekend, the prospects for progress brightened in two crucial arenas, John Kerry, the Democratic from Massachusetts, and Lindsey Gra-

ham, the Republican from South Carolina, announced the basis of a bipartisan approach that they would could draw the 60 votes necessary to overcome a filibuster.

Their proposal would include a cap and trade approach (capping total emissions, then allowing businesses to trade as will their own allowances to other firms), encouraging the construction of new nuclear plants, big government investments in carbon capture and sequestration technologies to reduce three-fourths from coal-burning plants, and border tariffs on goods from countries with lower environmental standards. Given that the House of Representatives has already passed

In his 10 months in office, there has been movement on disarmament and the environment

a climate change bill, and that Obama has pledged to use the power of the Environmental Protection Agency to regulate major polluters if the Senate does not act, there is hope for a breakthrough. "The sort of progress is completely unprecedented," says Hertz. But other countries are rightly skeptical of talk-and-pledge intentions from a country that produces one-quarter of world emissions. After all, Bill Clinton backed the Kyoto Protocol but never got it through the Senate. "The sort of effort would be able to be able to see something concrete to be able to agree to an effective deal," says Hertz.

The human rights, there has been a lot of high-minded talk from Obama. But the Nobel committee rightly found a point of addressing the President's contribution only in the

future. "Human rights and human rights are to be improved," Obama's record so far is mixed bag. Critics in the human rights community say that there have been few changes since the final years of the Bush administration. Obama has pledged strict adherence to 1997 torture rules and said he will close the detention facility at Guantanamo Bay, but has not resolved what to do with the detainees, and is increasingly likely he will meet his self-imposed deadline of January 2010. Meanwhile, he has continued to hold prisoners at Bagram Airfield in Afghanistan without legal rights, and has accelerated the CIA's "extraordinary rendition" program of transferring prisoners to foreign governments.

Of course, there have been other moves when the committee awarded people far underneath. The last living U.S. president to receive the prize, Woodrow Wilson, was given the prize in 1919 for launching the League of Nations—a group the United States never joined because the Senate refused to approve it. More recently, in 1994, Israeli prime minister Yitzhak Rabin, Israeli minister Shimon Peres, and Palestinian leader Yasser Arafat received the prize, for peace in the Middle East region as close as ever.

Obama and he was humbled by the award and considered it merely a "call to action." His secretary of state, Hillary Rodham Clinton, said the award was a local endorsement of Obama's approach to American power and leadership—"of Obama's attitude toward America's role in the world, his willingness to challenge everyone to hold up their end of their responsibility." She said the prize "truly honors an image and an appreciation of our country." Obama's controversial critics said he was being honored for making American power. Lou Cheney, daughter of the former vice-president, called the award "silly." "What the committee believes in, they'd like to solve in a world in which America's not dominant," she said.

Some critics feared that the prize would, which it does, in Obama's efforts to fight two wars and in contemplating the possibility of deploying as many as 50,000 more troops to Afghanistan, was Barack's gambit to pressure the President to scale down the war. Clinton said last weekend that Obama's Nobel Peace Prize won't influence "some of these tough decisions" he has to make about Afghanistan. Meanwhile, back home, where the economy continues to limp and millions of Americans are out of work or afraid of losing their jobs, many voters would be baffled to see Obama spending the rest of his term working hard to turn another Nobel Prize—this time the one in economics. ■



BOTH CIVILIANS and the army have been targeted, but there are indications that the authorities continue to back some militant groups

THE TALIBAN'S REIGN OF TERROR

Deadly attacks highlight a dubious Pakistani policy

BY ADRIAN R. KHAN • It was not supposed to be like this just a few months ago. Pakistan was basking in the glory of a decisive win over Taliban militants in the Swat Valley. The presence of the beleaguered army had been restored and attacks in other parts of the country had dwindled to a minimum. How quickly all of this has changed.

Over an eight-day period, Pakistan was rocked by a series of attacks that have left many wondering if the successes were only a glacial advance in a war of attrition in violence and bloodshed. The numbers tell the tale: as of Tuesday, 306 dead and 145 injured, the vast majority of them civilians. Prior to the attacks, it was thought that the Taliban were broken and in a hurry, unable to mount any serious damage after the death of their leader, Mullah Omar, at the beginning of August as a U.S. drone strike and the subsequent power struggle to replace him. In hindsight, that now appears a little naive.

In the intervening weeks, as Pakistani leaders putted themselves on the back, the Taliban were regrouping. Their new leader, Hakimullah Mehsud, had promised severe attacks, revenge for the Swat operation and the death of his predecessor, and now has

delivered on that promise. The Oct. 10 raid on Pakistan's army headquarters in Rawalpindi, neighbouring the capital Islamabad, shows Pakistan organized the Taliban are a high-level of coordination with other militant groups, the Lashkar-e-Taiba in particular (which was in the past used by the authorities), doublet planning that army operations have involved included escape of the compound, and the negotiation of military uniforms and military license plates for the vehicle used in the attack. To hit at what is arguably Pakistan's Pentagon, and manage to kill senior officers as well as take dozens of hostages, points to a level of sophistication many observers believed, even a few short weeks ago, the Pakistani Taliban no longer possessed.

Many people in Pakistan are questioning how such an attack could have happened. If the army cannot protect itself, terrorism can, how can it protect the Pakistani people? "It's scaring all over again," says Muhammad Ali, a victory more over in Pakistan's Khyber Pakhtunkhwa, where a blast on Oct. 9 killed around 100 soldiers. "We were saying that it was over. Islamabad was peaceful, but now the fear is back." It is plain incompetence on the army's part. The largely successful operation in Swat would suggest otherwise. Over the course of that offensive, the Pakistani military has proven it can, if it so chooses, scatter the Taliban, forcing them

into mountain hideouts and reducing their effectiveness. So why is Pakistan unable, or perhaps unwilling, to win its war?

One senior agent with Pakistan's Inter-Services Intelligence (ISI), the country's premier spy agency, recently told *Mailweek* that "victory cannot be measured in militants killed, or militant groups destroyed. For Pakistan, victory means creating our national interest. It is every nation's right to act in its own self-interest." But what is in Pakistan's interest? If you ask Western leaders, it is to successfully create the militant menace that for Pakistan leaders the state is much more complex.

In the eyes of some in the establishment, threats to the nation are everywhere. Pakistan's very existence is at stake, they say, and any measure that guarantees its survival is acceptable. The ends justify the means, but the means are occasionally at odds with the expectations of the international community. The Swat operation is perhaps the exception, a demonstration that Pakistan is willing and able to tackle the militant threat. But there are now doubts surrounding a planned campaign against the Taliban in the Swat Valley in the South Waziristan Agency. And other operations in the northwest appear less geared toward pleasing Western demands as they are the product of Pakistan's own internal power struggle.

An ongoing operation in the Khyber



"It took years to put our cellar together, only a few minutes in the fire to lose it.

But our broker understood our commitment to wine and had recommended Chubb."

When the unexpected happens, you need to be prepared. The expertise of your broker and insurance company are critical to a successful outcome for you. Insurance is there to reduce uncertainty when quality is important.

Chubb Insurance leads the industry in coverage of valuables, including wine collections, and makes the effort to better define the unique risks you face. That brings you back in control.

Reduce your risks with superior worldwide coverage from Chubb Insurance. Ask your broker.

www.chubbinsurance.com

Chubb Insurance refers to Chubb Insurance Company of Canada. The precise coverage offered is subject to the terms, conditions and exclusions of the policy in effect.

**CONTROL
the
OUTCOME**



CHUBB
INSURANCE

NOVEMBER 11
DIGITAL DAY

The question is no longer, "Should we invest in digital marketing?"
It is now, "How do we focus our efforts?"

THE DIGITAL MARKETING BALANCING ACT

1
010
010101
0101010101
0101010101

Confirmed speakers include:

Kevin J "Nalty" Nalty
Viral Video Sensation

Jonathan Lister
Managing Director and Head of Google Canada

David Weinberger
Bestselling Author and Technologist

Immediately following Digital Day:

THE 2009 DIGITAL MARKETING AWARDS

The John Bassett Theatre - Metro Toronto Convention Centre

For more **INFORMATION** and to **REGISTER**, visit
marketingmag.ca/marketingweek or the-cma.org/marketingweek

NOVEMBER 12
MEDIA DAY

Celebrating media brands, clients and agencies that have consistently
remained at the creative and innovative forefront



Confirmed speakers include:

Cathie Black
CEO, Hearst Publishing

Richard Florida
Bestselling Author & Cultural Anthropologist

Terry O'Reilly
Writer/Director and Co-founder, Pirate Radio & Television

Immediately following Media Day:

THE 10th ANNUAL MEDIA INNOVATION AWARDS

Convention Hall - Metro Toronto Convention Centre



Primary Sponsor

Feature Sponsor

WiFi Sponsor

Digital O&A Sponsor

Charitable Sponsor

PR Sponsor

Associate Sponsors

Presented By



THANK YOU TO ALL OUR SPONSORS FOR THEIR SUPPORT OF THE CFC ANNUAL BBQ. CELEBRATING THE INDEPENDENT CREATIVE SPIRIT.

STARRING ROLE

Shaftesbury

Canwest

Deloitte.

EPITOME
STUDIO INC

corus
ENTERTAINMENT

THINK STREET PRODUCTIONS

THE SPOKE CLUB

SPONSORS

Kodak

CINEMA
VAULT
COM

E1
ENTERTAINMENT

HIGHWAY
ENTERTAINMENT

SUPPORTING

BDO

Neurodata

dhx

FORUM
ENTERTAINMENT

FORUM
ENTERTAINMENT

FORUM
ENTERTAINMENT

EMPIRE
THEATRES

dcp
discovery

BBC Worldwide

GORDON, CLARK & LUNN
(PRINTING CAPITAL)

EVENT SPONSORS

BELVEDERE
VODKA

FIJI
WATER

AG
Asley - Gilbert
INTELLIGENT TRAINING

JACKSON-TRIGGS
DESIGN

vinegrow

STELLA
ARTOIS
LEGACY

MEDIA SPONSORS

PLAYBACK

NATIONAL POST

MACLEAN'S

LINKS
LONDON

FOOD AND BEVERAGE SPONSORS

Starbucks

presidential gourmet

OPULENCE

Gelato
FRESCO

V

Pizzaville
HOT 736-3636

10
edition

Encore
Peach Organics

NINUTIK (MAPLE SUGAR)

cfccreative.com

Malaysian model caned for drinking

BY TOM MEHEFFER • Six lashes—that's Karlina Sen. Devi Shobazara's sentence for quaffing a beer with a few friends in a Malay restaurant. Karlika, a part-time model, will be the first woman cased there, and her case has dented the Southeast Asian country. Drinking isn't technically illegal in Malaysia, but since Karlika Muslim the subject's Islamic sharia law, under which the consumption of alcohol is a punishable offense.

Muslims and non-Muslims say the ruling establishes a dangerous precedent by disregarding human rights and undermining the mainstream Malaysian legal process. According to Hasmah Marican, executive director of Sisters in Islam, which works to strengthen women's rights in Malaysia, "Karlika's case has caused damage to Malaysia's reputation as a model Muslim country."

Meanwhile, Muslims support the decision, saying it's needed to deter others from breaking sharia law. "Sharia in Malaysia is not strong, so maybe Karlika is the first person to help push the needed change," says Ruzi Ayuni Zukhri, spokesperson for the conservative University Malaysia Student Representative Council, told a Malaysian news source. "Now [young people] will know what the punishment is if they do the same as Karlika."

Karlika has refused to appeal, but she is protesting her punishment in another manner. She wants to be cased in public—not behind closed doors in a prison, as the sharia court plans to do—in order to show the world the senselessness of her government's actions. "My daughter wants to be whipped in public, not in prison," says Karlika's father, Shobazara Abdul Manis. "We're supposed to be an open country. She wants the world to see."

Shobazara says Karlika will get over the physical pain quickly, but he's worried about the long-term effect the lashing may have on her country's image. "I'm an Islamic country. I must obey the rules here," he says. "[But] our government must work hard to show the world that they're not the Taliban."



Karlika wants to be punished in public, not in Malaysian jail

Suicide spree hits France Telecom



In the past 20 months, 24 employees have killed themselves

BY RACHEL MENDELSON • France Telecom has a problem: a suicide problem. Twenty-four employees at the third-largest telecommunications company in the world have committed suicide in the past 20 months. The reason, according to union representatives, is the unusually high stress levels employees endure at work. Consultants surrounding some of the deaths have just ended one to this position. Before one 32-year-old woman killed herself in July, he reportedly poured a note that read, "I am committing suicide because of my work at France Telecom. That's the only reason." A 32-year-old woman who left her office building in front of her colleagues and a 51-year-old who jumped off a bridge on the Alps died similar motivations.

Predictably, there were others who work when France Telecom's second-in-command, Jacques-Pierre Weill, nicknamed "one killer," was behind a massive restructuring that cut the company by 22,000 employees between 2004 and 2008. (The French government's intervention in a spokesman for the country's ruling Union for a Popular Movement party applauded the resignation, calling it "a very important move.") In addition, France Telecom was asked to would spend 100 jobs worldwide, and offer staff overseas training and access to an emergency hotline.

According to the World Health Organization, in 2009 France experienced 17 suicides per 100,000 people. With a staff of 100,000, France Telecom maintains its suicide rate is not particularly unusual. And the company isn't the first in France to be plagued by suicide: an inquiry into working conditions at automotive firm Renault, launched in 2007 after three workers at a single plant committed suicide in four months, concluded that the level of stress staff experienced was four times the national average. Peugeot experienced its suicides the same year.

WHAT HAPPENED IN VEGAS



IS ON DVD 10.20

THE FIRST SEASON VOLUME 1

ALSO AVAILABLE ON DVD Hawaii Five-0 Mannix Mission: Impossible

© 2009 CBS Studios Inc. CBS and related marks are trademarks of CBS Broadcasting Inc. All Rights Reserved. TM & © by Fox Video. All Rights Reserved. www.fox.com



THE COMPANY has been pegging new technology aimed at making it the platform used not just by businesses, but families

HOW MICROSOFT GOT HIP

After years of flops, the software giant is making a comeback

BY COLIN CAMPBELL • For the past 38 months, the fate of the world's largest and most powerful computer company has been lagged around in the backpocket of a 16-year-old schoolboy in Seattle, Wash. His laptop is loaded with some pieces of software, and he's been told to use it and abuse it and then give his impressions to one very important person—the dad, the CEO of Microsoft Corp., Steve Ballmer. Ballmer says his son has been his toughest critic—someone who has been helping find bugs in the company's new operating system and pointing out the kinds of flaws and errors that made the previous version of the software, Vista, such a monumental failure. After a riding on his last misadventure.

The new operating system, called Windows X, is the one thing that could finally shake the company from a nightmare of embarrassing flops and image problems under Ballmer's tenure. Vista was not only sluggish and bug-ridden, it drove many users to distraction and into the arms of rival computer companies, like Apple. And that was just the company's only problem. Its MP3 player, the brick-like Zune—was a poor copy of the iPod,

and its Xbox 360 gaming system was plagued with technical problems in its early days—problems that cost the company an estimated US\$1 billion in warranty repairs. And an ecosystem began a critical shift to Apple's camp, putting Microsoft's most loyal employer on smart phones, handing the market to Apple and Research In Motion. Having fallen well off technology's cutting edge, this year the Redmond, Wash., based company suffered its first drop in revenue since going public in 2004. It also announced it will lay off 5,000 workers, another company first.

But there's reason that Microsoft is on the verge of a comeback. The early reviews of Windows 7, which comes out Oct. 22, are glowing. (Ballmer says, it seems, his eldest son's software development.) Microsoft has also launched Bing, its entry in the online search business, and after reaching a head-on clash to make its search engine for Yahoo, some analysts estimate Microsoft could grab 30 percent of a market that's long been dominated by Google. New Xbox gaming technology and a new Zune have also been generating buzz. Next up, Microsoft is shining its lights on the growing notebook and tablet market—something it believes will give some phones as the mobile device of the future. All these new offerings represent a kind of renewed innovation "beyond anything we have seen

from Microsoft for multiple years," said a recent Goldman Sachs report.

Perhaps most importantly, the company says it is refocusing on the one thing it must engineer: consumers. "We lived through a period as a company—you can almost think of it as our teenage years—where maybe we had a bit of teenagehood," says Dennis Huxton, the vice-president of Microsoft's consumer and online divisions, in an interview with *Maclean's*. "This new way forward is about listening to consumers, creating things that people really want."

That might seem a tall order for a company that just a year ago was missing the now-infamous Windows ads, showing Jerry Seinfeld and Bill Gates doing things like buying shoes. The spots baffled viewers, and some accused the ads of condescending—like the take the company to task. "Windows was a cruel wrench," says Rob Enderle, a technology analyst at Enderle Group, who says that under Ballmer, the company seemed to completely lose control of the brand. But this year, Microsoft is back with new Windows ads that suggest it really has been listening. Featuring a 34-year-old girl named Ryhe using Windows, the ads look like home and small digital photos, they convey a key message: whether you're 16 or 66, you will enjoy Windows again.

Microsoft has long had success as the plat-



HITS AND MISSES: Project Natal (above) is building buzz, and new online ad has flopped

form that businesses use. It now wants to do the same for families. "Windows 7 will automatically recognize all the windows people use in your home. TV, phone, tablet, whatever," says Huxton. Getting among all these kinds of digital bits and pieces is a twofold way to one of the holy grails for the software company, he adds. The aim is to create what he calls "monocasts of usage"—where the software takes care of complex tasks without you having to ask it to. Things as simple as saving the members on your cellphone with the address book on your computer.

To get to that point, Microsoft has had to rethink and simplify not just Windows, but the way it does business. For starters, it's no longer off-loading into-core coverage to third-party companies. Vista protection is back into the operating system and also offered as free, additional software. And to make program creation and update, they'll be offered in both off-line and online versions. Microsoft has also been changing how it markets Windows. It used to leave that job almost entirely to the PC makers like Dell and Sony (see sidebar in last issue of the *Weekend* as customers scored on Yahoo). "Vista was an important step back for the company, both relative to the way we do our development, but also in the way that we manage perceptions around our products," says Huxton.

Reigniting cheer in the PC market is critical. Despite Microsoft's venerable internet program and subsidiaries, software is still the big money maker. Windows sales totalled \$1.1 billion in its latest quarter, down from \$1.6 billion a year earlier.

But the new record effort also comes at a time when the industry is at a crossroads. Much as Microsoft might like to be the company that saves the digital home, the reality is that consumers are quickly abandoning



MICROSOFT WANTS WINDOWS 7 TO RUN THE NEXT WAVE OF NETBOOKS

the home computer and going mobile. Sales of traditional PCs are down nearly 30 per cent. And mobile is the area where Microsoft is still behind the curve, says Rob Enderle, an analyst with Directions on Microsoft. Last year, Microsoft bought the company called Danger, which makes the smart phone brand SideKick. There has been some speculation that it will launch a Zune-branded phone of its own to chase after the iPhone. That would be a logical bet, given Microsoft's reputation as a company that tends to play catch-up rather than it innovates.

This time, though, Microsoft seems to be trying a different tack. Huxton says the real focus is on making Windows 7 the software that runs the next wave of netbooks and other computers. Both the smartphone and PC industries are quickly merging toward these larger devices, which will be sold by mobile carriers much like cellphones are today (loosely, and attached to long-term data contracts). "In five years it's going to be hard to tell what's a PC and what's a phone," says

Huxton. "It may be more a conversation of what systems you want, not so you want a hard drive or a flash drive."

The potential makes sense to measure. While there are 1.5 billion PCs in the world, there are three billion phones, notes Huxton. Mobile is one area where "we can't afford to lose," he says. Of course, Microsoft isn't the only company with an eye on this emerging market. Apple has been developing its own tablet computer, which is rumored to look like an oversized iPhone. Google already has a mobile operating system called Android, which Microsoft sees as its biggest threat.

Both these companies have also proven capable of doing real damage to Microsoft. Apple has scored with its long-running series of nasty "i vs a Mac" attack ads, which have proven to be a major embarrassment for Microsoft. Google, meanwhile, has been rolling out a series of competing products—from online software that mimics Microsoft Office to an online operating system called Chrome OS. "One of Google's goals is to put Microsoft out of business and they're hardly being subtle about it," says Enderle.

But as Microsoft gears up together, these attacks may come back to haunt Apple and Google, adds Enderle. Microsoft has shown lately that it's willing and able to fight back. With Bing, its share of the highly profitable online search business was up nearly 30 per cent in August. In just three months, it's become a brand that's recognized by half of Americans, says Microsoft. A new video game system called Project Natal, which uses motion sensors to follow a player's movements, is grabbing attention among young video gamers, helping the company win back some of the cool factor that Apple has long enjoyed. And new ads that embrace the PC's number have helped take the sting out of Apple's attacks.

Over the past year, the mood at Microsoft was often somber. Those attacks against Vista and Microsoft's image problems took a toll on morale, says Huxton. But that no, his changed. "We're energized, employees with an extra kick in their step," he says. Even the often highly critical blog *Mitf Microsoft*, which is written by an anonymous employee, is on board. "We got to say it early on, Microsoft has turned the Corner," it said.

Microsoft still shows signs of a cold, though. It has been running an online ad campaign for Windows 7 trying people to boot their own laptops within three hours. The craze worthy ads have been widely mocked online. Mike Fan of the firm if you will Huxton says for all the criticism, Microsoft is, at the end of the day, just a bunch of "geeks" whose only mission now is to make great software. ■

IS THERE A FUTURE FOR CANADIAN TV?

After Canwest's fall, stations are searching for salvation

BY JASON KIRBY • In late August, employees at CHIEK-TV in Victoria gathered in the parking lot for one last goodbye. After 51 years on the air, Canwest Global Communications was about to pull the plug on the money-losing television station in a desperate and ultimately futile attempt to stave off collapse. Then, with just hours to go before the final fall to black, general manager John Pollard announced a last-minute reprieve. He'd reached an agreement with Canwest CEO Leonard Asper that would see the station's 88 employees, along with a handful of Vancouver Island residents, buy CHIEK and run it themselves. But if Pollard, now a media proprietor in his own right, is at all nervous about betting his life savings on an industry that just saw one of corporate Canada's most spectacular blow-outs, he's not showing it. "We're in all the shows now," he says. "We're going to make this work."

The dying experiment at CHIEK is just one example of the way the media landscape is being forever altered. A perfect storm of the recession, new technologies and shifting tastes has threatened the way conventional broadcast media like Canwest, CTV and the CBC have operated for decades. Now, with Canwest's move to put itself into bankruptcy protection, a wave of speculation has been unleashed about who will buy the Global Television network. More importantly, questions are being asked about how those stations can once again be made viable.

For some, the answer lies in a return to local programming, like that pursued by the employee-own-overs at CHIEK. For others, it's still a guessing game. "We're in the middle of such a fundamental sea change, you'd need a crystal ball to know what will and won't work," says Allen Sawyer, with media consultancy Two Solitudes in Toronto. "It's incredibly easy to see things go wrong, but the fix is much less obvious." Even so, there are small local groups trying desperately to salvage their stations, while a host of deep-pocketed owners are willing to pay for the chance to reshuffle again what are still perceived as valuable assets. "It's not the death of Canadian TV, as some have suggested, but it is



STATIONS are selling for as little as a dollar, but keeping them on the air may cost millions

the death of TV as we've known it and the future will be necessarily reconfigurable.

Given Canwest's desperate situation, analysts say the company will have little choice but to potentially sell in chunks of newspapers and conventional TV stations to raise funds. Canwest has been labouring under \$4 billion in debt, which led it to place assets including Global's network under court protection. (Canwest is remaining in its specialty channels, owned jointly with Wall Street investment bank Goldman Sachs, and the newspaper division. CIBC LI isn't included.) But if value in those deals as any indication, the value of the Global TV network will be just a shadow of its former self. When Canwest sold CHIEK in Hamilton and CINT in Montreal to zero, it was the company's second such sale. In July, the company paid just \$24.9 million for the sale price for CHIEK itself. And when CTV sold one of their small-market stations, Shaw Communications, the potential bidder ultimately balked at the deal. The asking price? A buck each.

The price tag doesn't tell the full story, of course. "The reality is you can buy a station for a dollar, but immediately you'll start incurring heavy costs," says Sawyer. For instance, in the case of CHIEK, employees have con-

tributed \$900,000 to keep the station on air, with another estimated \$1 million coming from outside investors. But broadcasters have already admitted the value of their conventional stations is plunging. Last year CTV and Canwest took a combined write-down of \$1.7 billion on their conventional TV stations.

For our part, growing numbers of people are opting to download TV programs over the Web, either directly through file-sharing sites, or directly from a broadcaster's website. Thanks to personal video recorders, those who do tune in on their computers watch, or directly from a broadcaster's website. Thanks to personal video recorders, those who do tune in on their computers watch, or directly from a broadcaster's website. Thanks to personal video recorders, those who do tune in on their computers watch, or directly from a broadcaster's website.

But what's also clear is that the decline in audience hasn't been the silver CHIEK's fortunes made out to be. According to a CRTC report prepared by the Neiderly Group, a communications research firm, the number of people in the 18-to-34 age group who tune in to conventional television fell just 2.4 per cent between 1998 and 2007.

"It's remarkable how low TV audiences have been," says Peter Lyons at Broadcasters' World, their problems, conventional stations still have a lot going for them. The CRTC forces cable and satellite providers to carry their signals and give them preferred treatment on the dial. The agency has also increased its funding for small, local TV stations to more than \$100 million this year. Those reductions are part of what's driving some to take a fresh look at making conventional TV work. As CHIEK that's meant returning to its roots as a community station.

Not that the new CHIEK looks anything like the daily headlines of the past. After months of open, all-sides talks between Canwest and station employees, the last-minute agreement at the end of August touched off what must surely be one of the most tense in Canadian TV history. In the span of just four days, the two sides scrambled to hammer out a month-long licence transfer agreement, culminating in the hundreds of pages of documents every transmitter, camera and chair in the place. And the day the station opened under new ownership, it didn't even have a bank account.

Things have calmed since then and the new broadcast network is taking shape. For starters, CHIEK was better bidding wars for high-priced American TV shows. Under the old regime, the cost for a season of programming had spiked from \$10 million to \$25 million over the last five years, making it unprofitable. Instead, CHIEK is banking that it can return to profitability with a mix of low-cost, locally produced news programs during the day, and movies at night. "We're not a charity, but we don't have corporate shareholders demanding huge returns," he says. Pollard estimates CHIEK's revenues will be just 25 to 30 per cent of what they used to be. The flip side is that the station's program sales to Canwest will also be just 20 per cent of what they were under Canwest.

A similar approach is under way in Hamilton, where Channel Zero has overhauled CHIEK, formerly part of Canwest's failed 22 network. Cal Miller, Channel Zero's president, says the highest ratings at the station have always come from news, so the station has added 15 new local and broadcast live from 5:30 a.m. to 7 p.m. In 2008, during the even more, CHIEK becomes a movie channel featuring what Miller calls "comfortable favourites"—popular movies from the last five to 20 years. In short, both CHIEK and CHIEK believe there's a larger enough market of viewers willing to watch enough movies they may already have seen and enjoyed to make a business out of it.

This isn't to say the two stations have stumbled upon a magical fix for the industry. It

will take time before either can show clear results. Nor will a hyper-local model necessarily be the right fit for those considering a run at Canwest's remaining conventional stations. All that depends on who does the buying. For one thing, there's a chance the company's creditors will decide to hold on to the stations themselves, at least until the



FOR SOME THE ANSWER IS A RETURN TO LOCAL PROGRAMMING, FOR OTHERS IT'S STILL A GUESSING GAME

economy improves, says Christopher Wedel, director of the School of Journalism at Carleton University. And if a single buyer can't be found for the whole lot, creditors might decide to sell them one at a time to avoid flooding the market.

Canwest's lenders might also want to see how the CRTC rules on a highly public dispute between broadcasters and TV service providers. Canwest, CTV and Global were cable and satellite providers to pay to carry their network signals, which are now picked up for free, while the cable companies have fought back, saying they should instead be a backbone for the local TV viewers. And all that, several news are floating around a potential buyers Specialty TV provides like Corus Entertainment or Artful Media, both of which would be eager to buy Canwest's list of own books of specialty channels, might argue if they could get the conventional stations as "free sale policies,"

says Sawyer. "It wouldn't be pain for them to your corporate success strategy, but they could run them for a few years and make some profits."

Meanwhile, Dave Gray, whose CEO Grey Schaefer was an early partner to Tony Asper, has been suggested. So too have other wealthy individuals in other areas of the country, such as Jeremy Paterson in Vancouver, who already owns three small-market stations in B.C. and Alberta. Other prominent names have also popped around in the industry. Blackpoint Investments considered buying a CTV station in Brandon, Man., last month, but backed out at the last minute.

Wouldn't say the current economic and media climate often have rules, as well as potential returns for anyone bold enough to step up. "This isn't really the time for people who don't know anything about the media to suddenly decide they want to become media moguls," he says. Still, he adds, investor funds could team up with local media executives to explore new broadcast models. "There's a great opportunity for anyone with a sense of innovation, who's willing to take some risks to experiment."

One thing is certain: almost any combination of deals will be controversial up against the CRTC's bylaws on media ownership rules, not to mention the sensibilities of national ones. The regulator's foreign ownership restrictions will also guarantee the same old policies will likely be at the table, while in politics instead of curbing media concentration will mean other potential deals such as blogs, which owns CTV stations in some major markets, might be shut out.

But in Can West's struggle through restructuring, and the TV industry battles to remain relevant, perhaps it's worth noting a page from history, say media wars in the David Tucker, at York University's School of Radio and Television. When many of those very stations were launched, they were said to be the death of radio stations. And in the same way TV and the radio instead came to exist lucratively side-by-side, media wars may it's too soon to write off conventional TV. "The TV is not off-and-againing up there, and it will take time to settle out," Tucker says. "But a new era is going to arise." It's just that, for now, the picture is too fuzzy to make out. ■

THE PERILS OF FIRING ON A PITT BALL AT PLAY

Police officer Sabrina Sanders was responding to a call in La Plaine, Texas, when she heard people screaming. Upon seeing a pit ball hit seemed to be attacking a woman, the 30-year-old began firing at the dog. But it turned out the pet, named Sugar, and the woman were only playing. Though there were no official hits, police fragments (bloodied after the game), and both the woman and Sugar were treated for injuries.

EMPLOYEE OF THE WEEK

ECONOWATCH

A WEEKLY SCORECARD ON THE STATE OF THE ECONOMY IN NORTH AMERICA AND BEYOND



STEVE
MACDON

The Canadian economy has answered a lot of questions for us in the past few months. Our housing market stumbled, but didn't go into free fall. Our mining, manufacturing and construction industries softened, but did not collapse. Retail sales slowed, but you can't see two open rows of boarded-up stores where you once saw hot holiday shopping runs in March. And, of course, it means our gas banks are a little bit more sold than many gave them credit for.

All of that adds up to a mixed and somewhat surprising news, and the likelihood of an unemployment career late with the release of September jobs figures. As the kids headed back to school, the employment situation in the U.S. continued to worsen—another 267,000 jobs were separated in the world's largest economy search for a way to staunch the bleeding. But in Canada, 31,000 jobs were created, a second straight month of improvement, far outpacing even the rosiest projections by Bay Street.

Even the details were encouraging. Whereas recent months had seen only gains in part-time work and self-employment, this time the hiring was done by full-time jobs. The most robust sectors (manufacturing up 25,100, construction up 24,600) were the ones showing the most dramatic turnaround. And Ontario, the province that has suffered the worst by far in this downturn, saw employment rolls swell by 62,000 full-time positions.

Another question answered, right? Well, maybe. There remains one huge element of uncertainty in this recovery, and the way jobs figures point directly to it. In September the gains were led by the public sector, while private employers had off another 12,000. In other words, this surprise surge in employment represents your tax dollars at work. The stimulus spending is indeed doing its job, or at least helping to fund infrastructure and building projects that serve to bolster economic activity when it's needed most. But everybody knows that a government can't single-handedly drive an economy for long, and that's precisely what it's doing now.

That's the one question that remains, and the only one that matters: what happens when the stimulus stops and interest rates rise? We're going to have a big day to pay, and that's when we find out exactly what is left of private sector demand, and just how deeply we are tied to the fate of our number one trading partner. Perhaps we will be pleasantly surprised again. ■

OVERDRAWN by Jason Logan

AN ECONOMY-SIZED COFFEE



THAT FIRST
BRACING SIP
THE STIMULATING
MILKIE PART
THE AFTERTASTE
While it's unclear that
nothing can help me
escape through this recession

THE GOOD NEWS

Mortgage madness

With interest rates at record lows, and hence prices a shadow of their former selves, Americans are diving back into the housing market. Besides the trade's U.S. mortgage applications

dropped last week by 24.4 per cent to its highest level since May, according to the Mortgage Bankers Association. Rates on a 30-year fixed mortgage have dipped below five per cent, a four-month low.



Debt be gone

America's new-found fragility isn't good for creditors and restaurants, but it's working wonders for households' shrunken balance sheets. The incomes of consumer

spurred last week by 24.4 per cent to its highest level since May, according to the Mortgage Bankers Association. Rates on a 30-year fixed mortgage have dipped below five per cent, a four-month low.

THE BAD NEWS

Trading down

Canada's exports and imports fell in August as it posted a trade deficit of \$4 billion. Exports declined 5.1 per cent and imports rose up 2.8 per cent. It was the fifth consecutive month the country has recorded a trade deficit. The biggest decline was in the export of aircraft and telecommunications equipment. The trade surplus with the United States also narrowed.



Building blues

After promising signs that Canada's housing market had stabilized, the number of new housing starts fell 4.6 per cent in September. The Canada Mortgage Housing Corp. said the drop was the result of a slowdown in multi-unit home construction.

Lousy loans

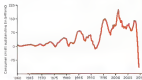
The Canadian dollar sagged just 19¢ in the week. Analysts now say it could catch parity with the U.S. dollar within the year. While the rating looks to be a vote of confidence in the Canadian economy, it could also fuel a drop in the dollar's value, which would hurt overall economic growth going forward.

Busted bid

The number of Canadian filings for bankruptcy in August rose up 37 per cent compared to the same period last year. The bankruptcy court showed some improvement compared to July, but economists warn that the numbers are still very weak, especially in a month that traditionally sees fewer filings.

GRAPH OF THE WEEK

NO HOME-BODY MONEY With tight credit and mounting job losses, the amount of consumer credit outstanding plummeted. U.S. households are retrenching, which is good, but until consumers start borrowing and buying again, a real recovery may be a long way off.



SIGNS OF THE TIMES



► The Italian fashion design firm Guccio Versace is closing its boutiques in Japan after 30 years. The move reflects the deep slump in demand worldwide for luxury goods, but Versace's pricy handbags Louis Vuitton has also seen sales fall in Japan—once one of the most important luxury markets in the world. It recently cancelled plans to open what would have been its largest store in Tokyo.

► Google has long been known for the generous perks it grants employees. But the firm's most prized company perk is the right to vote on the decision, the company is looking to change that image. In the current climate, employees are simply grateful for their well-paying Google jobs, company CEO Eric Schmidt said recently. Google co-founder Sergey Brin echoed those concerns, adding, "I think it's important to reset the culture from time to time."

► The U.S. has launched some anti-fraud measures, giving banks and credit-card companies a new tool to combat fraud. The new tool is a program called "Fraud Watch" that allows banks and credit-card companies to track and report suspicious activity. The program is designed to help banks and credit-card companies to identify and prevent fraud before it becomes a problem.

LATEST INTELLIGENCE

In what is the latest sign that the Canadian economy has finally turned a corner, the unemployment rate fell to 6.4 per cent in July, down from 6.9 per cent the previous month. The headline unemployment rate, based on the most optimistic estimates, fell to 6.4 per cent in July, down from 6.9 per cent the previous month.



"This was undoubtedly a strong report, and suggests that positive momentum in the Canadian labour market is gaining steam." —Mikolaj Malinowski, economist, TD Securities



"At 5.4 per cent the unemployment still implies considerable slack in this economy." —David Cameron, Conservative Party, U.K.



"Even though we have some good jobs news today, we are not out of the woods yet." —Stephen Harper, Prime Minister of Canada

"This is the sound an economy makes when [it] recovers."

—Douglas Porter, deputy chief economist, BMO Capital Markets

"Canada can be thankful that public stimulus spending propelled a surprisingly strong labour market rebound September." —Erik War, economist, United Steelworkers

"We're on the road to recovery but it's definitely going to be a slow road." —Marty Gorman, economist, CBC World Markets

THE ECONOGAUGE

Our weekly estimate of the prevailing mood among investors and consumers.



THE WEEK AHEAD

FRIDAY, OCTOBER 16: Statistics Canada will report its Consumer Price Index for September. The index will show whether the price level has risen or fallen since last year.

TUESDAY, OCTOBER 20: Retail sales figures for August will be released by Statistics Canada. Sales fell unexpectedly in July after two months of gains, so analysts expect more growth again.

THURSDAY, OCTOBER 22: The U.S. Census Bureau will report new housing starts for September. Starts were up slightly in August.



H1N1 VACCINE: Health workers in Mexico City. Top of H1N1 test people in Mexico City leaving their masks in April. H1N1 VACCINE

SWINE FLU FIASCO

Everyone needs the H1N1 vaccine. Few plan to get it. What you need to know. What you need to do.

BY CATHY GULLI



In a few weeks, every adult in Canada will decide if they (and their children) will get the flu vaccine to protect against H1N1. At the best of times, it seems the decision of whether or not to get the seasonal flu shot is tough to make. Only about one-third of Canadians do each year. Now, with the pandemic vaccine arriving in doctors' offices in November, Canadians are being asked to get a second shot that fast.

But will they? Probably not. A recent poll shows that, as of the first week of October, only one in three Canadians plan on getting the H1N1 vaccine, according to Fluenetix. That's down from 48 per cent in late August. Experts say that reflects the pub-

lic's growing apathy toward the pandemic in light of increasingly contradictory information about H1N1 (which is commonly referred to as pig flu, even though it's a combination of flu viruses from pigs, birds and humans). People are being bombarded by "on the one hand" and "on the other hand" studies and recommendations. "There's confusion," says Dr. Sarah Kresken, president of the College of Family Physicians of Canada. "And I think it's warranted confusion, because the message keeps changing."

Only last spring, the world was expecting the worst. *Thousands* of cases of H1N1 in Mexico caused its capital city to shut down. Many countries, including Canada, issued

travel advisories urging people to cancel their trips. There were calls to have international borders closed. News footage emerged of a train wearing aseptic white masks, with only their face shields visible. Terrifying stories came back to the Spanish flu outbreak of 1918. And daily—sometimes twice a day—the World Health Organization issued updates, and elevated its phase of alert until finally, in June, came the unanimous declaration: yet, H1N1 was a full-blown pandemic.

That sparked one of the most dramatic public health responses of our time. Health Canada began preparing a new arsenal of cough and cold drugs for distribution in case Canadians started getting severely sick. Gov-

ernment installed hand sanitizer stations at every door. Major hockey leagues directed coaches to make sure all players had their own water bottles. And then the bugle: the federal government ordered enough H1N1 flu vaccines for every man, woman and child across the country who would want or need one—more than 5400 million worth—and notified the provinces that the shot would be ready for the fall and winter onslaught.

And yet, the majority of Canadians say they aren't feeling better being vaccinated—even though Health Canada is insistent, as are other medical bodies, that everyone should get the pandemic shot. Experts believe that "mass issues" are developing between Can-

adians and public health authorities. "People are feeling like there's mixed messages coming out," says Natalie Hensch, a bio-cultural anthropology researcher at the I.C. Centre for Disease Control, and that's contributing to "a possible erosion of confidence in what health officials are saying." Some Canadians are shaking out of the debate altogether because they've had enough of trying to keep up. "People throw their hands up in the air and say, 'I don't know how to decide what I should do or not, so I'm not going to do any of it,'" says Hensch.

There are good reasons for the confusion. For starters, despite the pandemic scare, the H1N1 virus has been mostly mild. While say-

number of fatalities is a tragedy, in Canada, death has been the least common outcome of the H1N1 flu. "70 people have died across the country as of the first week of October. In most cases, the pandemic flu causes minor symptoms such as coughing and fever, and the majority of infected people fully recover in a few days. Right now," says Hensch, "people don't see the virus as particularly threatening."

When the H1N1 flu does prove severe or lethal, it's often a surprising group of Canadians who are the victims—young adults, especially women. Usually, the elderly and children with other medical problems are the most susceptible to the seasonal flu and its killer potential. The fact is, each flu attacks different groups. H1N1 also hits people who have underlying health problems such as diabetes, asthma and heart disease particularly hard. That's bad news in a country where these conditions are common. "The growth of people living with chronic disease is most of the developed world has been tremendous over the past decade," says Sandra Coase Quam, professor of behavioural and community health sciences at the University of Pittsburgh, adding, "They're going to be at a higher risk" for H1N1 complications.

And there's confusion about some rather serious logistical matters. An unpublished study has revealed that among a group of Canadians who had the seasonal flu vaccine first, their risk of contracting the H1N1 pandemic virus was 10 to 100 times higher. A vaccine made here was used over what people should get each flu shot. That's led some provinces and territories to change the order of the vaccines—giving the pandemic shot to most people before the seasonal one. Those different decisions, say experts, don't alleviate public concerns. "You've got this variation in policy between the provinces," says Dr. Donald Low, microbiologist in chief at Mount Sinai Hospital in Toronto, which "just adds fuel to the fire."

The H1N1 vaccine schedule has also been complicated by an editorial in the *Canadian Medical Association Journal*, which warned that the federal government's plan could leave 98.4 million pandemic shots in November in too late for at-risk people. The editorial also noted the issue of using a pharmaceutical company called an adjuvant in the H1N1 vaccine to boost people's response to the vaccine. Until now, adjuvants have never been used in Canadian flu shots. "So when people hear you not only have a new vaccine," says Low, "but you have a vaccine that has an adjuvant, that's just a little bit more reason for concern."

Add to all that the worry of some Canadians that the vaccine has been made in a rush, and the meddling of self-appointed health ambassadors such as political activist Bill Maher—who ranted, “If you’re averse to that as an idea”—and it’s no wonder the public isn’t rapt about whether they’ll get vaccinated, let alone when. Meanwhile, medical authorities are bracing for the much anticipated “second wave” of H1N1 in the months ahead. The chief public health officer, Dr. Davidatcher Jones, estimates that one in three Canadians will get the pandemic flu. The vaccine could

be susceptible to the seasonal flu. A report in the latest *Journal of the American Medical Association* reveals that among 168 Canadian patients who were in ICU between April and June because of H1N1, the median age was 32, and most were females.

Meanwhile, older people, especially those born before 1957, are less vulnerable to H1N1 compared to the seasonal flu. They have some natural immunity to the pandemic flu because they haven’t been exposed to it in the past. Still, the Public Health Agency says seniors will benefit from the pandemic

According to a Health Canada document, seasonal flu vaccines are always made in a matter of months. Every February, the WHO identifies three the viruses that will be incorporated into a shot, and prepares a vaccine soon. That goes to manufacturers, who then replicate it as eggs or animal cells. Then come clinical trials to determine to prove that the vaccine is safe and effective. Health Canada decides to approve the vaccine based on their findings and a detailed account of how the vaccine was made. Three batches of the vaccine are tested. Once the vaccine is further

AN H1N1 testing lab in Baltimore (left); a child with the flu symptoms waits to be examined at a hospital in Fort Worth, Texas.



THE MEDIAN AGE OF THE 168 CANADIANS WHO WERE IN ICUS BECAUSE OF H1N1 WAS 32. MOST WERE FEMALES.



only that. “This is the largest communication campaign in history,” he said recently. “We have to get it right.”

THE REALITY

Everyone should be vaccinated, especially young adults.

As far as medical experts such as Low are concerned, no one should skip the H1N1 shot. “We should all protect ourselves by getting vaccinated,” he says, especially amid growing concern that the second wave of H1N1 may be worse than the first. But some groups are more vulnerable to the virus than others. People under age 65 who have medical problems, pregnant women and children between six months and five years are among the first priority groups, according to the Public Health Agency of Canada, because if they contract the pandemic flu it could be severe, and the complications could be life-threatening.

Because the outbreak is common in schools, it’s important to vaccinate children and youth ages five to 18. Adults between 19 and 64 are also at increased risk for getting severely sick with H1N1. In particular, the pandemic flu attacks young adults in their 20s. This has worried medical observers because these groups are usually the least

susceptible.

Health care professionals, first responders, people who work with elderly and immunocompromised and others being vaccinated and remain a source of high priority for pandemic flu vaccination as well. And Canadians who have been infected with H1N1 already then vaccinated or recovered should still get vaccinated. Even though they may have built up antibodies against the virus, this immunity may not be permanent. Thus, the Public Health Agency says the vaccine will give those people further protection.

• The H1N1 vaccine has not been made much differently or more healthily than other flu shots.

Mary-Camden suspected that vaccines created during school flu crisis have been “made in a rush,” shows research by Horvath, who conducted 11 focus groups a couple of years ago to understand how the public feels about new drugs developed in response to a pandemic. People wonder, “Are we taking short-cuts?” acknowledges Low, and whether the vaccine is dangerous. That’s not the case “It’s made the same as seasonal vaccines are made,” he says of the H1N1 vaccine, which is being manufactured by GlaxoSmithKline at its Red Fox, Que., plant, “and we’ve got decades of experience.”

ised, the federal government backs enough for the provinces and territories, which distribute the vaccine to doctor’s offices and clinics. Usually by November, the annual flu shot is offered to Canadians. The Public Health Agency contracts to manufacture the vaccine for adverse effects.

In the case of the H1N1 pandemic shot, there is a difference. Health Canada is seeking approval of the vaccine on nonseasonal clinical trials that started in early September. That’s because the Canadian clinical trials won’t begin until next October. These findings will be used to evaluate the vaccine on an ongoing basis.

Health officials say the vaccine is safe. Most people don’t have any adverse effects to enhance them. “The vaccine, by and large, are generally pretty safe,” says Quinn. The WHO reports that when side effects occur, they’re usually brief and mild—swelling or redness at the injection site, fever, headache, or some rashes and pains. Rarely, “we feel about a quarter of a grade,” where we got the shot, Quinn explains. That’s not signs the vaccine is jumping-starting our body’s fight against the virus, she says. “That’s our immune system doing exactly what we want it to do.”

Barth and other experts acknowledge that there are “infrequent” serious side effects. Due

CHAT
LIVE WITH UNIVERSITY
AND COLLEGE REPS FROM
CANADA AND ABROAD



ACCESS
SCHOLARSHIP AND
ADMISSIONS INFO



VISIT
INTERACTIVE UNIVERSITY
AND COLLEGE BOOTHS



HEAR
LIVE PRESENTATIONS FROM
OUTSTANDING CANADIANS
AND FACULTY EXPERTS



SIGN UP TODAY FOR YOUR CHANCE TO WIN \$5,000
VISIT WWW.MACLEANS.CA/ONCAMPUSFAIR

SPONSORING

MACLEANS.CA

vervegirl

FULL INC

McGraw-Hill

PARTICIPATING ASSOCIATIONS

University of Toronto

University of Waterloo

University of Guelph

University of Regina

University of Saskatchewan

University of Alberta

University of British Columbia

University of Victoria

University of New Brunswick

University of Prince Edward Island

University of the Atlantic

University of Northern British Columbia

University of Northern Iowa

University of North Dakota

University of South Dakota

University of South Florida

University of South Carolina

University of Tennessee

University of Texas

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington

University of Wisconsin

University of Wyoming

University of Idaho

University of Montana

University of Nebraska

University of Oklahoma

University of Oregon

University of Rhode Island

University of Vermont

University of Washington</

Start mixing business with pleasure.



CANADIAN BUSINESS

SUBSCRIBE NOW: www.canadianbusiness.com/newCB



ing the vaccine's outbreak in the U.S. in 1976, there was an increased incidence of Guillain-Barre syndrome, which can cause paralysis, after some people were vaccinated, says Low. There's debate over whether that was directly caused by the shot. "There was never any proven association with Guillain-Barre and the vaccine," he points out, "but that hangs on the back of people's minds." What's more, Low and Quinn insist that the virus is different and that the pandemic shot and our surveillance methods are more sophisticated. "We have more protection now than 40-plus

years ago," says Quinn. Quinn's research shows that less than 20 per cent of Americans would get the shot under that circumstance. In Europe, however, adverse events are common in flu shots, and many countries have incorporated them into the H1N1 vaccine.

While Canada's Public Health Agency says that "all evidence suggests that advanced vaccines are just as safe as unadjuvanted vaccines," there is no safety research on how adjuvanted shots affect pregnant women. The WHO has recommended that who is possible, they receive non-adjuvanted H1N1

MINISTER OF Health **Leona Aghajanian** watches testing party, a demonstration of how the H1N1 virus is spread, hand sanitizers are back



'PEOPLE THROW THEIR HANDS UP AND SAY, "I DON'T KNOW HOW TO DECIDE, SO I'M NOT GOING TO DO ANY OF IT"'



years ago," says Quinn.

• While adjuvants haven't been used in Canadian flu shots, they are common in other vaccines.

The other big difference between the H1N1 and seasonal flu shots is the use of an adjuvant in the pandemic vaccine. "The adjuvant basically helps to stimulate the immune response," says Quinn, who has studied public-health responses to novel drugs in the U.S. In effect, scientists can use less of the viral material to protect each person. That's important because pandemic flu shots expose more people can be vaccinated, she explains. It also helps boost the efficacy of the shot in people who have "less robust immune response," such as the elderly, says Low.

Adjuvants have been included in Canadian shots for decades, but never in influenza vaccines, says Low, largely because "it was never really felt to be needed." Because of the widespread need for H1N1 vaccines around the world, the WHO has asked countries to use "dose-sparing" vaccines whenever possible. The United States, which historically hasn't used adjuvants in its shots, decided against using one for the H1N1 pandemic vaccine. The adjuvants would have designated the H1N1 shot as "emergency use authorization" by the U.S. Food and Drug Administration



virus enters our nose, throat or eyes. That usually happens when we pick up a sick person's germs either as they're sneezed at us or breathe via coughs or sneezes, or when they get left on hard surfaces such as desks or doorknobs. It can take between two days and a week for a person to feel sick after picking up the virus. Even the day before symptoms appear, an infected person can pass on the H1N1 virus to others, and that can occur as far as up to a week. Keep your distance from infected people, and if you'll be within 6 feet, consider wearing a surgical mask and safety glasses to cut the risk of getting sick.

• The symptoms are similar too.

Lively influenza, including the H1N1 flu, is a respiratory illness, so the virus affects our nose, throat and lungs. According to the Public Health Agency, H2N9 pandemic flu almost always includes a cough and fever. It's also common to feel fatigue, muscle aches, sore throat, runny nose, headache and a decrease in appetite. Sometimes it causes nausea, vomiting or diarrhea.

It's important to keep track of how the H1N1 flu is progressing, as some complications such as pneumonia or asthma occur. Watch out for fever, diarrhea or stomach pain going away and then returns. If there are other symptoms such as purple or blue lips, dis-

PHOTO: GETTY IMAGES; COURTESY OF THE CANADIAN GOVERNMENT

ness, influenza, emphysema, chest pain, wheezing, trouble breathing, coughing up blood, strange behaviour or thoughts, and difficulty staying awake, it's important to see a health care worker.

• **How we treat H1N1 flu depends on how serious the infection is.**

In healthy people, treating H1N1 flu is similar to dealing with the seasonal flu. The key, stay home, rest and drink lots of fluids, recommends the Public Health Agency. A mild cough suppressant may be useful for sleeping at night, except for children under six. A cold compress, as well as acetaminophen or ibuprofen every four to six hours, can help ease a fever or body aches. Don't give kids under age six aspirin because it has been associated

with Reye's syndrome, which can be severely deadly. Pregnant women who have H1N1 flu symptoms or people who have other health problems should visit their doctor right away to figure out the best treatment.

Vaccinal drugs may be given to patients whose H1N1 flu appears more serious within 48 hours of getting sick. They are called oseltamivir and zanamivir (the brand names are Tamiflu and Relenza, respectively). They work by relieving the virus's ability to reproduce in the body. Canada has 50 million doses of these drugs, and they can only be prescribed by doctors. In the most serious cases, people with H1N1 flu may need to be hospitalized. A special ventilator may be used, if necessary, to help these patients breathe.



IN VANCOUVER, Premier Gordon Campbell demonstrates the proper coughing technique.

with Reye's syndrome, which can be severely deadly. Pregnant women who have H1N1 flu symptoms or people who have other health problems should visit their doctor right away to figure out the best treatment.

Vaccinal drugs may be given to patients whose H1N1 flu appears more serious within 48 hours of getting sick. They are called oseltamivir and zanamivir (the brand names are Tamiflu and Relenza, respectively). They work by relieving the virus's ability to reproduce in the body. Canada has 50 million doses of these drugs, and they can only be prescribed by doctors. In the most serious cases, people with H1N1 flu may need to be hospitalized. A special ventilator may be used, if necessary, to help these patients breathe.

• **There are other resources besides your doctor to help prevent H1N1.**

There's no single trick to avoiding the dangerous flu, health officials say. Communication goes a long way. Infected people should cough and sneeze into their sleeves. Disinfect common surfaces and dispose of used tissues carefully and properly. And despite a controversial report commissioned by the Public

the business, referring to the symptoms experienced by most sick people. So, while the WHO's pandemic alert is alarming in that it recognizes the highest level of transmissibility, it doesn't mean H1N1 is always deadly.

THE FUTURE

Even though some Canadians aren't planning to roll up their sleeve for the H1N1 shot, virtually all medical authorities around the world unanimously endorse the vaccine as the best way to prevent the flu. One of the big issues getting the shot as widely promoted is because of its impact on centre communities, not just individuals. Experts say that every one's personal choices go a long way, that

personalizes the well-being of others. This thinking is based on the concept of "herd immunity," which is often overlooked by the public when considering the benefits of vaccination. The basic premise is that if 70 percent of a population gets vaccinated against H1N1, the virus will, effectively, be stopped in its tracks. "If people have been vaccinated it creates immunologic barriers," explains March. "So basically, the disease can't spread or spreads very inefficiently." Family, friends and co-workers will have one less person to potentially infect them. It also protects people who can't get the flu shot because of underlying conditions. "For those individuals," says Herditch, herd immunity means that "it's unlikely the virus is going to be able to find a place to thrive."

If most people don't get vaccinated against H1N1, experts worry that a large percentage of the population will get sick, says Lowe—and that the health care system won't be able to manage. Intensive care units may be overwhelmed, both and special ventilators may be scarce, and medical professionals may be run off their feet. In fact, hospitals could be short-staffed if a significant share of health care workers become infected too. "It's really a numbers game," says Lowe. "So the more people that you can protect, the more people you can take out of the equation of being susceptible, the better we're able to handle [H1N1] as a society."

Although the pandemic has been cool as of now, Quama says that, to a large extent, that's inherent in dealing with new viruses. "If there's one watchword for influenza, it's uncertainty," she explains. Viruses mutate, and in the case of H1N1, scientists are just learning about how this strain behaves on people and responds to various treatments. Some reluctance to get vaccinated is understandable, adds Quinn, because it's been decades since we've had to deal with a serious and pervasive outbreak of communicable disease, and its devastating effects. Many people don't "fully grasp" that "vaccination is really not just an issue of personal good," says Quinn, "but of the public's health." Or, depending what comes next with H1N1, wide spread public illness. ■

ON THE WEB For each province and territory's vaccine schedule go to healthcan.ca/vaccine



NEW VACCINE TACKLES COCAINE ADDICTION
Can drug addicts be cured by a shot in the arm? Australian researchers have developed a vaccine aimed at doing just that. Because people don't make natural antibodies to cocaine, the injection contains a cocaine molecule with an inactive cholera toxin to stimulate the immune system and make antibodies to both cocaine and cocaine. In a study of 125 addicts, 50 per cent of those given the shots reduced their cocaine use by more than half.

PHOTO COURTESY OF THE

The Greening of Canadian Business



Greening Canadian Business

For Canada's business community, environmental responsibility is no longer a matter of choice—it's an urgent necessity. Customers, investors, shareholders and the public demand it, and legislation mandates it.

Smart companies are identifying and capitalizing on the exciting opportunities presented by the green sector, while less-enlightened competitors are only risks.

In this supplement, we explore some of the imperatives that are driving the trend to green business, and look at how several Canadian companies are using green opportunities to do well for themselves, while also doing good.

LEAVE YOUR MARK

Reduce your carbon footprint—the future can't wait

DHL is launching a groundbreaking, industry-first climate protection program in Canada: GOGREEN. As a steward of the environment and the world's leading logistics provider, reducing greenhouse gas emissions is not only our priority, but our responsibility. We aim to reduce our carbon footprint for every letter mailed, parcel shipped and space used, by 30% by the year 2020.

The environment is everyone's responsibility. Choose GOGREEN, a courier service with a carbon neutral impact. Partner with us and make a difference: www.DHLGoGreen.ca



GOGREEN

Climate Protection with DHL

DHL

Logistics

The Greening of Canadian Business



The Legislative Imperative



Much of the impetus for the "greening" of business comes from the important legislative changes taking place worldwide.

Here are some of the most significant initiatives in Canada, the US and the EU:

■ The 2009 Canadian Economic Action Plan includes about \$2.8 billion in green funding. Key components are \$1-billion for the Green Infrastructure Fund, \$351-million for Atomic Energy of Canada Ltd., and \$200-million for home energy efficiency.

■ The 2009 American Recovery and Reinvestment Act includes about \$58-billion in spending and tax cuts. Designed to encourage the use of alternative energy and energy conservation, ARRA assigns approximately \$20-billion to tax cuts and tax credits for renewable

energy, energy conservation and efficiency, and about \$6-billion to loan guarantees for renewable energy systems, biotech projects and electric power transmission facilities.

■ The European REACH legislation on chemicals and their safe use. Registration, Evaluation, Authorisation and Restriction of Chemical substances (REACH) came into force on June 1, 2007. All businesses producing any chemical substance above 1 tonne per annum must register it with the European Chemicals Agency (ECHA).

REACH is a revolution in that it requires existing products in the marketplace to be assessed and controlled, with bi-directional communication along the supply chain. It is expected to have a profound impact on what substances are used in products and in supply chains.

■ In June 2009, the U.S. House of Representatives passed the landmark Waxman-Markey bill to cap greenhouse gas emissions. While the Senate hasn't dealt with it, opposition from groups such as the National Association of Manufacturers, the American Petroleum Institute, and the U.S. Chamber of Commerce, has dimmed its chances of success.

However, several major companies have broken ranks with the trade associations that oppose the legislation. These include three large energy utilities—PG&E, Enbridge and Exelon, which bailed from the U.S. Chamber of Commerce—and Nike, which has resigned from the U.S. Chamber of Commerce board.

■ Recently the U.S. Senate published the Kerry-Boxer bill. A version of Waxman-Markey it is more ambitious, requiring a 20% reduction in greenhouse gas emissions by 2020 over 2005, rather than the 17% in Waxman-Markey.

■ On Sept. 21, 2009, a U.S. federal court ruled that companies can be sued over their emissions.

■ On January 1, 2010, a U.S. EPA rule will require large emitters of heat-trapping emissions to begin collecting greenhouse gas data under a new reporting system. Under the rule, any entity emitting the equivalent of 25,000 metric tons of carbon dioxide a year would have to declare how much pollution it releases into the atmosphere.

Although the rule does not require emissions reductions, its goal is to gather information that could be used to inform future climate regulations or legislation. ■

TD Bank: Greener Than Ever

TD Bank, the first Canadian bank to commit to being carbon neutral, is expected to reach that goal in 2010. It recently announced a commitment of \$750,000 over three years to fund energy improvements in new buildings for Remacity banks across the country.

Initially the improvements will include building materials, upgraded windows, windows and insulation, which will save

homeowners an estimated \$50 a month in energy costs.

Moreover, Habitat can take the resulting energy reductions and sell them as carbon offsets, thereby creating a new revenue stream, says Kevin Glade-Whester, TD Bank Financial Group's Chief Environmental Officer.

"We see this as a pioneering model for private sector-for-profit partnerships," he adds.

As part of TD's commitment, the national network of Green Machines and all operations in B.C., Nova Scotia, P.E.I., Al-

berta and Saskatchewan are powered by renewable energy, and its branches and corporate buildings are becoming more energy-efficient, saving energy costs by almost \$1-million alone last spring.

TD expects its environmental efforts to provide the company with valuable insights about investing in the renewable energy market and clean tech, says Glade-Whester.

"It's part of our business strategy," she says. "This helps us understand the impact on the business, our customers and employees and their families." ■



Green is Good

When it comes to the environment, the business community has travelled a long way fast. Just two years ago, Exxon Mobil chairman and CEO Rex Tillerson referred to biofuels as "moonshine." Now, major corporations like GE, Wal-Mart, Dow Chemical and DuPont are winning accolades—and new customers—for their integrative responses to energy conservation, waste reduction, resource scarcity and more.

"The environment has finally been given a seat at the boardroom table," according to John David Pwyper and Paul MacLean, co-authors of the book *Good to Green*.

"Even companies that were once notorious for their exploitation of the environment are joining the discussion, as they try to cope with the death and afraid of the upheaval environmental issues are having on their business," they say. Business simply can't afford to ignore the green risk. For starters, the public demands it.

"Awareness of environmental issues has significantly impacted consumer

spending and retention. Companies realize that greenwashing and cosmetic environmentalism are damaging to the bottom line, and that true change, along the entire supply chain, is required."

There's also an enormous amount of money at stake worldwide, over a trillion dollars is being spent annually on water purification, solid waste management and clean energy technologies. Add to this the money being spent on more environmentally preferable products, energy conservation and regulatory compliance, and the market opportunity is overwhelming.

While the recession didn't dull the greening of business, it has forced companies to articulate the business case for their environmental initiatives, say Pwyper and MacLean.

"It's not enough to be green today; the financial case must exist for things to change. Business must find ways to approach environmental issues that are profitable, and this entails a solid analysis of the risks and opportunities that environmental regulation and concerned stakeholders pose." ■

The authors offer nine guiding principles for greening a business:

1. Integrate the environment into all business decisions.
2. Seek the truth about environmental issues and products.
3. Eliminate waste in the product life cycle.
4. Treat all chemicals as you would like to be treated.
5. Eliminate the use of hazardous chemicals.
6. Say no to high carbon energy sources.
7. Inherit a culture of innovation.
8. Leverage new technology.
9. Don't forget basic business principles.



So far, HP Canada has trained almost 200 employees about environmental aspects of HP's products and services and continues to introduce innovative new programs. Like HP Smart Web Printing. This free software lets you select, store and organize text and graphics from multiple web pages, then edit and print only what's meaningful, while saving paper. Another initiative, Power To Change, offers a download that tracks the cumulative energy savings associated with turning off idle PCs when not in use.

HP Canada will also co-sponsor Waste Reduction Week, starting Oct. 23 ■

HP: Greenest Growth

HP Canada's commitment to environmental responsibility is helping it win new business.

HP's long-standing commitment to sustainability is based on enlightened self-interest, says Frances Edmonds, Director of Governmental Programs. "Public sector buyers across North and South America and several European countries, for example, consider environmental criteria in making procurement decisions. Decision also suggests that businesses increasingly factor social and environmental concerns into their purchasing. This presents a great opportunity for energy-efficient technologies."

The company takes a bottom-up approach to its efforts. "We are committed to reducing our environmental impact across all areas of our business, from operations to products and services," adds Edmonds.

Last year HP Canada launched its Green Advantage program in which employee volunteers attend training sessions and then share environmental advances with colleagues and customers.

"In the current economy it's essential to educate our customers about saving money," notes Edmonds. "Many have environmental stressors that they must do business with—companies that recycle it have monetary supply chain management and our sales people may be able to articulate why we qualify."

THE ONLY FOOTPRINTS YOU WANT TO KEEP LEAVING.

Which is why we've been offsetting carbon footprints since 2007 with our Carbon Offset Program. And thanks to you, we'll have contributed over 56 million miles in carbon offsets by year's end—the equivalent of taking 4,000 cars off the road. In the same spirit, we offset 100% of our corporate carbon footprint. So when it comes to footprints, we'll stick to the sand-between-your-toes kind.

Go a little greener and check out some eco-friendly rewards today at aeroplan.com/offset



GREEN
IT UP

aeroplan

Rewarding Life

Eckhart Tolle vs. God

The spiritual leader that evangelicals rail against has a new book—on the divinity of pets

BY KEN MACQUEEN • Eckhart Tolle—one of the greatest spiritual teachers of our age, or perhaps the one: Christ in a beige sweater vest—has left the door ajar. He gives you in the *layer* of his Vancouver condominium with a quick smile and a soft handshake, and leads you inside. He is calm and compact, and—thank, he says, to new total absence of stress—he looks younger than his 45 years. With his sandy fringe of beard, and ears of smoky color, he seems, he says, he thinks, as if he were a young man in a garden gnome.

But his spiritual teachings are another matter: they are serious. He has a global audience numbering in the tens of millions. They read his books, share his message via DVDs and the Internet. They flock by the thousands to his lectures. He sits on the right hand of Oprah. He is a heretic. He is God, if only in his sense that the divine runs in all things. "I don't believe in an outside agent that creates the world, then walks away," he tells later. "But I feel very strongly there is an intelligence at work in every flower, in every blade of grass, in every cell of my body. And it is that intelligence that," he says, "I wouldn't say created the universe. It is creating the universe. It's an ongoing process." And for the world's established religions, he feels like he has lost their way—the purity of their message long since twisted into rigid ideology and buried under order, ritual and dog. All he has really done, he says, is rediscover their essence: "I have great respect for the truth that, in one word almost say, healing, evolution, is the great religion."

A redoubting liberator from doctrine, or dogma, is he? "The great danger is that of the population exactly what they want is not of negative religion but of people to draw from all sorts of power, that is, established religions," says John Stackhouse, a professor

of theology and culture at Vancouver's even-tempered Regent College. "In fact [he] teaches, writes and reassures the him that he knows that it ends up as a ready-made spirituality that one can take to one's own profit." James Davison, a professor of Christian thought and ethics at the evangelical Tyndale Seminary in Toronto, has read Tolle's books "in great detail," and finds Tolle denies "the



Oprah holds up a copy of *A New Earth* on a 2008 show

one of Christianity by claiming there is no ultimate distinction between humans and God and Jesus. "Even a Christian perspective," Tolle misrepresents the Bible to assert his strange mix of Buddhism, Buddhism and New Age pop," he says. "He misrepresents the teaching of Jesus about the self and ignores the clear claims of Jesus as Son of God, Lord and Son of God."

Evangelicals, Tolle contends, are among his harshest critics. "Yes, there is a serious misrepresentation of the Bible that people have where every word is literally true and say

gotten whole other issues," he says. "I don't think he's the devil incarnate or anything. I just want people, if they're going to read him, to read 10 more books in the same vein by people who don't get nearly as much attention and are probably more serious and deep." That adds a lot to an era of growing spiritual thirst and plunging church attendance (The Anglican Church in Canada, for example, has lost half its membership in the past 50 years). Tolle and his followers have a kind of replacement secular spirituality, a subject explored in *Cosmos: The Divine Universe*, a recent book of essays edited by Tolle on the uncharted spirituality of the Pacific Northwest. Civil religion, Tolle calls it.

But enough with the theological heavy lifting. Let's look at the impact of the man himself. Eckhart Tolle is bolder than Plato (his existence of which can be debated another day). The two foundational books of his teachings, *The Power of Now*, initially published in Vancouver in 1997 with a press run of 1,000, and its follow-up, *A New Earth*, have North American sales alone of three million and five million copies respectively, and are sold globally in 15 languages. The latter, an Oprah Winfrey book club choice, warranted both covered appearances on her daytime talk show and as an unprecedented 10-week "superstar" last year in which Tolle and Winfrey explored in their talks, chapter by chapter. Total number of times the series has been accessed from her website: more than 15 million.

"It's been the most rewarding experience of my career to watch this book take off," he says. "I would have never, I would have never known it would be so successful."

body who doesn't share this particular interpretation of spirituality is a crazy person," he says. He calls it a throwback to the bloody Crusades of medieval times. "Five percent of his beliefs are different so he's evil, you must burn him," Tolle says with a chuckle. "It's completely insane, and so we still have remnants of that, unfortunately."

Author and Vancouver *Screenwriter* Douglas Todd is one of the few mainstream religion and ethics journals to seriously look at Tolle's work. "I think Eckhart is a very serious guy, but whether he deserves the attention he



Tolle's wife, Maja, his King Charles, spend, outside his home in Vancouver. He also has a property on Salt Spring Island.

'I trust that everybody is comfortable with stillness,' Tolle finally says after a long silence. 'If you're not, then get comfortable.'

most dangerous woman in the planet" and Tolle a purveyor of "spiritual crack." The website also inspired Chuck Norris, the kung-fu movie action hero and Christian convert, to lay a verbal beating on the two. "In me, it is most evident of the parallel shift in our culture from its moral absolute and faith-Christian basis to a relativistic world view in which anything goes and everything is tolerated," Norris wrote, using words in one sentence that he's uttered in his entire movie career.

In spiritual matters, Tolle is not so easily dismissed. Consider the campaign Tolle led in the recent Vancouver Peace Summit—an event he won by his Nobel laureate laureate as a similar of the Tolle was on stage Sept. 27 for the summit which with the Dalai Lama, winner of the Nobel Peace Prize, for a discussion on personal peace. Two days later, he was on a panel, *Envisioning the Future*, again with the Dalai Lama, and Murray Gill, winner of the Nobel in physics, among others—an A-list event that can

only enhance his spiritual credentials. This month, California-based New World Library released Tolle's latest, but perhaps most accessible work: *Guardians of Being*. It is an unusual collaboration featuring the Zen-like thoughts of Tolle, illustrated by the colorful cartoonist Patrick McDonnell, the New Jersey-based creator of the syndicated *Mutts* cartoon strip. It is a meditation on the duality of open and the natural world, and of the ability to draw humans into the "Now," a central tenet of Tolle's teaching. "Millions of people who otherwise would be completely lost in their minds and in endless past and

future concerns are taken back by their dog or cat into the present moment, again and again, and reminded of the joy of being." Tolle writes. Guardians direct Tolle's thoughts and focus them as a loving word. "It's such great thoughts but he's able to tell us in a way that is simple and direct," says McCloskey, a longtime devotee. "It goes in a continuous advance that does not compare what we do."

But that's the thing about Tolle: what he makes of a sentence like, "We don't fall below thinking. We rise above it." Does the chance of his insights create gratitude? But beneath the surface it is one diving into the deep end, or the shallow? "Preferably," replies Tolle, "doesn't have to be complex."

People used to regularly sit like this in his living room discussing the big questions of life, but that was before the *Power of Now* went mainstream, and definitely pre-Oprah Meeting with a reporter now, apart from those from a handful of sympathetic New Age journals, it is a rarity. "I'm always a little reluctant to agree to an interview, especially with big mainstream publications," he can order. He doesn't like his life/work reduced to a few clichés "like self-help guru, promoted by Oprah, such and such number of books sold," he says. He was burned by Time and has turned down the New York Times, and now he has a *Market* reporter of whom he sympathizes. Tolle's Vancouver office staff has issued that any recording of the interview is solely for the purpose of writing your article and no other usage is permitted. The photographer's acknowledgment required that further use of the photos "in any foreign or domestic, must be signed to and written by Eckhart Tolle." Clearly this is not one to be overdone.

And yet he has invited the reporter to his home. He is warm and unguarded and alone, save for the uplifting presence of Maps, his Bang-Chowian sparrow. He is dressed in beige pants and a beige sweater vest, but for a crisp blue tie, he is at odds of wanting into his beige cocoon. This walls are a pale tapestry. Late, for a walk in the forest behind his condominium tower, he does a walk-around. It is beige. Maybe is a neutral color is a quest for anonymity, a neutral found he lost to time. "I always loved watching people sitting in cities and just watching the flow of life," he says. "Now when I am in a city, they watch me instead of the flow of life."

On a walk-around the coach is a small framed picture of a beaming Tolle and Karl Jung, his wife and an "associate" in Eckhart Tolle's book. The Vancouver-born Jew is slim, dark-haired and attentive. They were drawn together after "a transformational spiritual

experience" at one of his retreats in 1998. Later, hearing his speak in his website, there is a striking similarity in their speech patterns: soft and soothing and slow. With pauses. Long pauses, in which drawing someone under hypnosis.

Tolle's voice came the soft remnants of his German birth. He was born in 1943, after his parents' divorce, Tolle refused to attend school, and the seat him to live in Spain with his father, who was content to let his son school himself. Personal education did follow. By 1978, he was a Ph.D. student in

pastoral theology, a theological journey to connect matter and acts of intense violence and cruelty against his perceived enemies...Crucially against, with a few hand-drawn words. "I looked at Buddhism for an explanation for his new bliss." "I could suddenly see the truth in what the Buddha had said. Suffering and the end of suffering, that's the Buddha teaching," he says. "Wow. And then a little later I read the New Testament again and I saw there is a very deep truth there also expressed, of the kingdom of heaven." Is Tolle's veneration, though, heaven isn't God's will and honey paradise, it is an inner awakening.

TOLLE (left) accompanies The Dalai Lama at the Vancouver Peace Summit in September



A critic who has read his books in 'gory' detail finds Tolle denies 'the core' of Christianity

ing in London, and a source, near-silent now. And then one morning—shortly after he was? Like Renaissance Socrates, Christian Card, or Paul on the road to Damascus, he was taken away. "I went through this inner transformation when I was 35 from being depressed and basically empty," he remembers. "I went to suddenly feeling a sense of wonder being present in any situation."

Inside is a much told word in Tolle's lexicon, it is the natural state of the human condition, he believes. "The history of human beings is the oldest story in history of a single human being," he writes in *A New Earth*, "the diagnosis would have to be: chronic

Therapeutic in largely where his teaching leaves off. Don't look to him for any grand strategy for social change. That will come through the transformation of individual consciousness—one person at a time, he says. In that regard, religion is more of an impediment than a guide, Tolle says. "The important thing I think, is to differentiate between religion and spirituality." While the two are connected, "religion without spirituality, unfortunately, is a very common."

But spirituality's solitary quest only takes one. Says Michael Lightfoot, bishop of the Anglican diocese of New Westminster, encompassing all of the B.C. Lower Mainland. He focused Tolle a decade ago. "I don't

have any criticism of his message," he says. As far as it goes, "I think the proper attitude to take with any spiritual movement is one of trust and awe," he says. "Christianity at one time was a new spiritual movement. All of the world's religions began somewhere and were all fresh expressions of something new. There is an inevitability about spiritual movements that exist," he says. They organize and make into a community of common purpose—a religion. "Think in the long run, it's not going to be," he says. "What is Tolle's spiritual community." It has to go to the next direction."

To Tolle, religion promises to end change then opportunity. The Buddha, he says, had similar concepts 2,600 years ago. The essence of his teaching is emptiness, in the Buddha probably thought, "Okay, I'll give them something that they cannot possibly make into complex belief." For a few hundred years it worked, and then the first kind of stress appeared. "He did his utmost to prevent people from making him into a god, and his teaching was an ideology," says Tolle. "And yet, it happened." It is says he keeps his organization as small as possible, and yet his pocket lines and plans for global reach grow ever more ambitious. He tells Tolle occasionally to Oprah and there is a possibility of another just project, he says. "It's necessary for it to grow into the world, but one needs to be careful that the organization doesn't become self-serving."

Tolle did not immediately suit out the people of his awakening 30 years ago. He dined by years, poet, happy, but serious, sharing with fellow seekers his evolving thoughts, rather like an innermost monk. In 1999 he washed up on Vancouver—one of the least fervent religious and most spiritually active places in North America, as poll after poll has revealed. He was home. "There is an openness here on the West Coast, anything is possible," he says. "It could be that the lightness here has something to do with the relatively high level. Obviously there were people here before the European came but they didn't accumulate past the way Europeans do. They didn't keep records of the past. They probably lived naturally in the present moment." Professor Mark Shibley, a specialist in the sociology of religion at Southern Oregon University, puts the attraction in more basic terms. "Spiritual experience," he says. "He says in *The Essence of It*, 'rediscovered this again because they perceive an open religious marketplace.'"

In fact, Eckhart Tolle teaches every where. The site sells an impressive production of Tolle's books, which message revolved into music, CDs, seminars, DVDs and DVDs, as well as meditations from CD and her

International Q & A Sign video. Tolle has well, though not quite instantly, on what must be substantial numbers. There is this kind of media on one of Canada's most expensive neighbourhoods, and a property on Salt Spring Island. He drives an Infiniti, because he loves the name. Now comes Eckhart Tolle TV, an Internet site with streaming video of monthly group meditations, video responses to Tolle's tough questions ("Is Thank Or Not To Thank?", "What is Self?") and perhaps most important, unlimited access to an "online community in this web members worldwide." The cost: \$14.95 a month, an annual \$174. "We think we have a winner here," says Anthony McLaughlin.



ECKHART TOLLE TV features group meditations and a live transmission of 'Silentness'

lin, its executive producer and founder. RTTV had a soft launch in the summer and will be more heavily promoted this fall. "You can travel the world and reach 2,000 to 3,000 people at a time, but that's a lot of limitations," says McLaughlin. "The idea of the online model is to make it really affordable and be able to go anywhere on demand." The message board is already active, with a discussion arising on "sexual energy in the process of awakening," drawing particularly enthusiastic attention.

The site is at once technically advanced and decidedly unflashy. A case point: Tolle's meditations, broadcast Sunday, Sept. 26, "a live transmission of 'Silentness,'" as he describes

it. The camera focuses on a black backdrop, a table with a vase of flowers and an empty chair. Tolle enters the frame. He sits silent, staring into the camera—concept that would be death on Oprah, or 300 Fifth Street or the creative *Shane* park scene of Jon and Jeremy Grey. Tolle's old Press The Lord Club. Finally, he speaks. "I trust that every body is comfortable with silence," he begins, with an extraordinary hint of awe. "If you're not, then get comfortable."

The camera does close and for the next 45 minutes he expands on achieving the state of stillness and emptiness through "a cessation into the state of thinking." He stops speaking at the 41-minute mark. "And that's

n," he says with a slight smile and a bob of his head. There follows five minutes of absolute silence, broken just three times as Tolle delicately strikes two Tibetan meditation bells. Then he talks off-camera.

No comments. No cheer. No shouts. No chanting. No headbanging. And yet, at the bells, closing his silence first ended at afternoon, in the silent meditation, in the quiet contemplation, there is something else to be longed for. It is a reminder of Tolle's teaching's resting on the well-trodden arc from spirituality to religion. Tolle can be further down the path than he can to admit. "How does one get close to God?" an audience member later posed on the site. "Listen to Eckhart Tolle." ■



CANCER RECOVERY MAKES PRIEST A SAINT
Doctors said Hawaii resident Akehi Tokeki was going to die of lung cancer. So he worked to Father Damien, a 19th-century Belgian priest who helped to suffer a missionary on the island of Hawaii. When he cancer vanished, the Catholic Church called it a miracle—the second for Damien, thereby granting him elevation to sainthood. This month, Tokeki's faith led to Rome for the canonization ceremony of the 13th of April.

SUFFERING IN SILENCE NO MORE

Why the former NHL star stayed quiet about the abuse for so long

BY CHARLIE GILLES • In late 1996, Theodore Fleury and Sheldon Kennedy had a raucous afternoon—albeit the sort that takes place over bottles of beer and lines of cocaine. Strung out and miserable, the two NHL players were in the midst of a golfing trip to Phoenix, delving into a shared secret that was about to send ripples through the sport of hockey. Kennedy had recently told police he'd been sexually abused by Graham James, a coach both had played for as juniors in Manitoba and Saskatchewan. Fleury, too, had been abused by James as often as twice a week while playing for the Moose Jaw Warriors of the Western Hockey League. The story had not yet hit the press, but each knew how deeply the other had suffered. For 10 hours that night, they discussed openly experiences they'd never spoken of before.

When the season was over, however, they took separate paths. Kennedy went public, becoming the face of a sporting scandal, while Fleury maintained his silence for a dozen more years—a decision that left him a shell of a man. "Sheldon's secret was out, so he was able to start dealing with it," Fleury explains in a new autobiography, *Playing with Fire*. "Mine was not. Graham still had control of my life." To forget, the strapping winger from Russell, Man., threw himself headlong into booze, cocaine, womanizing and gambling. "The darkest result of my being abused was that I became a f---ing raging, alcoholic lunatic," he writes. "[James] destroyed my belief system. The most influential adult in my life at the time was telling me that what I thought was wrong was right. I no longer had faith in myself or my own judgment."

That Fleury has published his story offers a clear indication the former Calgary Flame has at long last closed all the Graham James death gaps. His sparkling 16-year NHL career had long been dogged by rumours that he was the "other" James victim, in addition to Kennedy and a third assumed player James had



Fleury's 16-year NHL career was dogged by rumours that he was the "other" James victim

coached in Swift Current, Sask. Journalists who covered the Kennedy story (including this one) had good information suggesting Fleury had been molested, and some pressed him to acknowledge it. But over time, his behaviour did all the talking. His trademark features on the ice dissolved into screaming fits on the ice. Away from the rink, he was a wreck—typically drunk, often high, frequently surrounded by women who were not his wife. Clearly, he was running from something.

Fleury says his rock-bottom cocaine came in September 2006, after he'd been forced from the NHL for repeated violations of the league's substance-abuse program. His parents had come to watch him play in a senior hockey championship tournament in it, and afterwards he got drunk and poured out his anger to his mother and father for leaving

him with James. It was the first time, he says, the family had confronted the issue directly, and his mother and father wept, telling him they were sorry. "It was enlightening to hear that word from them," he told Maclean's last week in an interview. "From that day forward, I've been able to move on with that part of my life—the stuff with my parents." Since then, he says, he has been clean and sober, supported by his wife, Jennifer.

It was a remarkable journey, and for hockey parents and administrators a cautionary tale. Fleury was recruited to play for James when he was 15, and moved to Winnipeg where, in his own words, "Graham was on me six or twice a week for the next two years." The coach required him to sleepover nights a week at James's place, rather than at the house where he'd been bedridden, young Theodore at first

MAC GIFT.

GIVE THE GIFT THAT WRAPS UP THE WORLD



GIVE THE GIFT OF MACLEAN'S AT WWW.MACLEANS.CA/GIFT

MACLEAN'S
MAKE SENSE OF IT ALL

ROGERS

PHOTOGRAPH BY CHRIS DICKINSON



1/3 OF A CUP IS ALL YOU NEED TO GET 44% OF THE RECOMMENDED DAILY FIBRE.

That's all it takes to help keep you regular so you can feel great. Try it and discover an All-Bran® New You.



tried wrapping himself in blankets and pretending to sleep as James attempted to restrain him and give him oral sex. But the fear of James's nocturnal advances left him sleepless, and exhaustion broke him down.

So needed James's frequent warnings that, without his coach's support, he stood little chance of playing professional hockey—a gambler that worked particularly well with Fleury because he felt he had nowhere to turn. His father was an alcoholic, he says, and his mother added by prescription as doctors James had convinced both he was the best thing to ever happen to their son, and when James's Western Hockey League team, the Winnipeg Warriors, moved to Moose Jaw, Fleury and Kennedy went with him. A year later, when James was let go from the Warriors amid rumors of inappropriate behavior,

JAMES (below) coaching NEWT Current



TO FORGET, FLEURY THREW HIMSELF INTO BOOZE, COCAINE AND WOMANIZING

near with players, he returned to Winnipeg with Kennedy in tow. He tried to convince Fleury to go too, lavishing him and Kennedy that summer with a car trip to Disneyland. (Earlier reports that Fleury had been solitary in the back seat of the car when James sexually abused Kennedy in the front were true, Fleury wrote, but that wasn't the half of it. The three stayed in motels throughout the trip, he says, and the boys would have to take turns sleeping with James. "Think about how sick that is," Fleury wrote in the book.)

Fleury says he kept the abuse a secret at the time because he was sure it would end his hockey career. "I would have been strangled forever as the lad who was molested by his coach 'The Vicar,'" he writes. "Would newer hockey have said, 'Wow, we better watch out for Thearon and protect him because he told the truth?' No. It would have

been James was a perv and Fleury 'let him' molest him." At the effect of head coach to stay silent after Kennedy came forward in 1999 was to leave a friend and former teammate reeling in the wind. Last week, Fleury told Kennedy understood as the time. "I respected his decision and Sheldon respected mine," he told Maclean's. But he also thinks young players who come forward today would stand a chance of getting paid.

There is certainly no bad blood between Fleury and Kennedy, who attend a weekly 12-step meeting together in Calgary. "I did know deep down Theo was going to have to deal with some big demons," Kennedy told a Calgary newspaper last week. He now wonders whether police will take the step of charging James, who is reportedly living in the Netherlands, having served a 18-month prison sentence for the abuse of Kennedy. (The Calgary police, RCMP and Moose Jaw police say they have not received word about Fleury's but will initiate an investigation if they do.)

Other questions raised by Fleury's book are sure to reverberate through the hockey world in the coming days. His recollection that he failed 11 drug tests in a row in 2005 while participating in the NHL's substance abuse program leads one to wonder how far one must fall before the league steps in. Fleury, who was playing for the New York Rangers at the time, says he was administering some of his urine tests with Gonzo, fishing while using the urine of his infant son Isaac. Bill Daly, the NHL's deputy commissioner, said in an email that the league couldn't disclose details of Fleury's treatment, but added: "I think it's safe to say that various elements of his account of this period are not factually accurate. We believe that our program operated appropriately at all times vis-a-vis the treatment of Fleury." The league is glad, Daly stressed, that Fleury "has reached a good place in his recovery."

Certainly closer to Fleury seem happy that he has gotten his story out in the open. Long-time friend Chuck Mattson sees it as one step in a healing process that began when Kennedy came forward in 1996. "It's not that he didn't deal with it when the story broke," says Mattson. "He chose to deal with it with close friends and family. If every [abused] star boy was guilty of wrongdoing because he didn't talk publicly about his situation, where would we be?" Still, Fleury himself hopes his example will encourage abused players to speak up, saying he needed to escape his history with James to clean up his life. "I am no longer trapped by my past," he wrote in his book. "Where is the grace? I don't drink or gamble or mess around in my marriage like I did before. I am not running. I have stopped running." ■

Mix All-Bran® Buds cereal with the foods you enjoy most.



Try it and discover an All-Bran® New You.



THE BACK PAGES

film

Coyne on
Wild Things

878

books

The big Alice
Munro event

872

media

In 'Turkey's
Version'

875

bazaar

The new seed
swappers

874

music

The real
Raydio

876

steyn

Mullah
Junkies?

876

Pie wars

**Butter
or lard?**
The raging debate
over how to make
the flakiest, most
delicious pastry
crust.

BY JESSICA ALLEN

taste

This autumn harvests, maybe thousands, of *Irish-Glaid*, double-crust pies—the sort grandma use to make two or three of at a time—will be passed down on peabaking contests across the country. The recipes, often fiercely guarded relics passed down on stained flax-linen-rich index cards, will vary widely. Some will call for specific fruit combinations or grinds of flour, while others will detail particular methodologies. But you're bound to find one common denominator: these golden crusts will be crafted by home bakers using lard or vegetable shortening, rather than butter, which is the choice of many professional pastry chefs and domestic goddesses like Martha Stewart.

The pros argue that an all-butter crust is an taste, and they may be right. But will the crust be as tender and flaky? Every pie eater has an opinion (sorry Martha, I'll take Aunt Ruthie's).

Crisco crust over your classic French pie inside any day! And so, too, does every baker.

Norma McCleary chooses lard—that is, rendered pork fat. She's been baking pies for 65 years and has won more awards at the 30-year-old Perfect Pie Contest in Waltham, Ont., than anybody else. If that doesn't convince you of her pie-making prowess, maybe this will: McCleary's license plate reads "MIEPIL." "My two girls bought it," she says. "And everybody always knows when I am." McCleary, fit, 80, is baking in entry pies in usual—just five or six a week for her church. "I had heart surgery so I kind of slowed up a bit."

June Graham, from Bristol, Que., whose pie placed first this year at the apple pie contest in Ottawa's SuperX, also prefers lard. "The recipe I use is a family recipe. It's my great mother's and she taught me how to make pies, and she always used lard so I always use lard." Graham's been making pies for 30 years. "Actually," she adds, "Michele's recently, 'Zim after noon I'm making more pies because I have one that I want to eat.'" When we called Suzanne Moore, who baked the first place pie last year at the Royal Winter Fair Festival in Sheldahl, Ont., she was just about to start making pies too. "I'm going to make about 10 lbs. of lard and pastry," she confessed. "That's my secret."

But vegetable shortening has its champions among prize-winning pie bakers, too. "I use Puffo and I use Crisco," says Lillian McKillop, 75, from Waltham, Ont. "Either one. Whichever is the best price." McKillop won first place this year at the Royal Winter Fair Festival. And although her mother didn't bake, her mother-in-law did. "She was a very, very fine baker and she used shortening," McKillop, who was born in Glasgow and sounds like a real-life version of Mrs. Doubtfire, only sweeter, has never attempted an all-butter crust. "But before I put the top crust on," she says, "I put a few wee lumps in there for flavor."

In fact, some of the 10 pie-baking glitzed women with whom Macdonald's spoke has ever made a pie crust from 100 per cent butter. But Duffell Rosenburg, owner of Duffell bakery in Toronto, has like always used all butter for her seasonal pies. "Now, you'll

10/02

taste never get it as faky as a short crumb or hard crust, but people won't leave the crust on the plate and pick out the filling, says Rosenberg. "They'll

Rosenberg may be on to something. It turns out there's a little science behind the art of melting pie crust, and it sheds some light on why so many home bakers use shortening made from vegetable oils such as soybean and cornseed oil as fat. Harold McGee, author of *On Food and Cooking: The Science and Lore of the Kitchen*, helps explain. Butter is unsatisfying, he says, because it has a lower melting point than the other two fats. That can save you a lot of work—fat while mashing it into the flour and rolling out your dough in order to keep it cold. Lard and vegetable shortening have higher melting points, making them easier to handle, while

Guinlese is a cheap substance for making candles, it's easily appearing. It's not as bad as paraffin make it to be according to the Canadian national labels. Some of the most popular brands, showing some of them (as answered for) (but they are both butter and lard - all of them contain trans fat - showing them the more and less the less - but the trans fat is showing them a lot of being partly hydrogenated, as a result of being a liquid and being it into a solid in room temperature, while those are butter and lard come naturally. Common fat looks like Tindall's now most trans fat free products, which quality we wonder the more, if they were chosen naturally to begin with.

In any case, the Food Network's *Chef at Home* star,

'I would rather
my fat be Mother
Nature's fat than
a factory's fat'

—Michael Smith, Chief of Mission
for the Ford Network

butter for fair crusts, Kane's ideal combination is butter and lard. "If I was given my druthers, and I wasn't serving it to vegetarians, I would use half butter and half lard." To me, that's the ideal combination because butter gives the taste and lard gives the texture. There's no two ways about it."

The three-course doesn't convince all veg fansocial diets: "Personally, I am a child of Julia and I am an all-beefier guy," says Food Network star Alton Brown, although he does admit there is a time and a place for both leafy and vegetable shortening. But Julia Child herself falls into the camp for an easy-to-Maintaining diet of French cooking, she recommends combining butter with vegetable shortening. "Butter gives the pastry its flavour and texture," she writes, while vegetable

Abstract



AMONG THE film's small wonders, writes this critic, is the performance of Mex Delivada as Ma: "you forget the actor and just see the kid."

So unlike anything else out there

Spike Jonze's 'Where the Wild Things Are' pays children the respect of taking them seriously

As important as achievement are the Wild Thengs. What made Scotland's story book so memorable were hand-drawn depictions of the mammals, birds, fish, and insects that were their creative, printing faces to disburden as they are playful, like the more literal mediums of film, they have been given a backstory. Projections of Man's/own life/red emotional state the Wild Thengs are essentially children's art: safe, trusting, insecure, quick to anger, sensitive to dignity, and with a deep longing for sustenance—a king. Alluring and comically violent as they are, they grapple with the same childhood dilemma Man does: Can you be friends with one who is not a person at the same time? What happens after the man-nagade? Why weren't anglophobes late to the 'real'?

Erasing the idea of life took a complicated motion: if puppets, or computer-generated imagery, and human actors. Yet in all works effortlessly. The Wild Things' faces, grins and kind and grotesque, are like gargoyles archetypes from folk memory, yet endowed with infinite expressiveness. And the vocal performances, notably by James Gandolfini as Clark, the Wild Thing with whose Mads Mikkelsen he does best, and Catherine Deneuve as the unrelenting Judith, beautifully convey the characters' earthy emotions.

I don't know whether it will be a hit (I may not—it's so unlike anything else out there). But I'm absolutely certain people will be watching this film 50 years from now. It has the strangeness, the truth, and the respect for the job of a classic. ■

BY ANDREW COYNE • At the end of *When the Wild Things Are*, Spike Jonze's wondrous adaptation of the beloved Maurice Sendak classic, Catherine Keener, as the mother, gasps searching, adoringly, into the face of her son, just returned after loudly running away from home: Who are you, she seems to be thinking? What's going on inside that head?

The gift of this film is to give us a glimpse of it, as Jonze has said, not so much a child from the film as a film about childhood. Most films "for" children are dispersed to them like candy, with a few learning pop culture references tossed in to keep the adults awake. Jonze and his collaborators pay children the respect of taking them seriously. At each, the filmmakers show us a glimpse for adults and children alike.

[illegible]

But that's looking at it from an adult point of view. To a child, everything is conscious. There's a brief scene near the start in which nine-year-old Max sees his mother, who is divorced from his father, kissing another man—thrown at, one suspects, to appease adult sensibilities. But for Max, it is just as significant a part of his emotional state that

In its innocence, mystery, and simplicity, *Where the Wild Things Are* is about the desecration business of having a child, wounding parents, and wanting her control in an adult world he cannot begin to understand. The film attacks the fierce streets rolling across Manhattan's moral landscape: his hurt and age as being ignored by his family, his savage experience in the kingdom of the Wild Things where not only can he do what he likes, but morose or wondrous, can sell others what to do. It perfectly captures the language, thoughts and feelings of a boy of that age, the sense of horror-movie barbarism heightened by the hard-film camera work.

Among the Miller's small accolades is the performance of *Miss Revue* as the first Any child actor must summon an imposing paradox: the essence of childhood is to be unaware. Watching the child playing a child, do/did/s/he have to suspend "You keep wondering: would this child behave that way?" But the world's performance of itself as such assumes consciousness in to create any distinction between acting and being. As the king, he makes modest with confident right and takes such enforced, unconscious delight in the boy playing the Wild Thing that you forget the actor, and just see the kid.

WE'RE STALKING Ben Affleck has a man more than the film Good Will Hunting. According to the New York Times, causing some trouble for the actor is a former girlfriend who settles. Affleck has lots of it. (10/10) and 16 American

BEN AFFLECK
A cartoonist with lifelong friend Matt Damon, Murtagh and the shared Boston roots, beloved *Historic Genealogical Society*. They're loved. Both are descended from a British near Baseline in the 1830s, the society reports. But (distant) relatives, including Princess presidents—even Barack Obama.

often results in producing a flakier texture. And to boot, vegetable charring and hard are often cheaper than butter—a very practical consideration for home bakers who might make several pies in a week.

Burner, though, McGee admits, often the best. Elizabeth Baird, food editor of *Casualty Living*, agrees: "All-Burner postures won't have the usual thinness," she says, "but they'll have a lovely taste." Baird is also a former judge at *Winkworth's* perfect pie contest. "All the winners there, and all the winners, seem to be unusual in their devotion to lard," she admits. "They were always the best pie cooks." Regardless, Baird favors the all-butter camp, too, "or sometimes butter with a bit of lard." And she's against vegetable shortening "because it's made of

On the health front, all three fats are, well, fat. Saturated is between 80 and 85 per cent fat (the rest is water, which contributes to its fluidity-baking nature), while both lard and olive oil are about 99 per cent fat. And while shortening, originally a crystalline compound of hydrogenated oil, has been

'My grandmother taught me how to make pie, and she always used lard. I always use lard'

—Jane Griffiths, *Financial Post*
p. 12 (September 1998).

Michael Smith, says he prefers nature. "I would rather my father Mother Nature's fat than a factory's fat, so I fall on the side of nature," Smith doesn't believe "that the crop-crust prerogative

negative. "I simply can't advocate lard and absolutely under no circumstances vegetable shortening." But he admits, "If anybody's giving you lard makes the best pie, they're right. Shortening is a close second in terms of crispness."

There is an option that doesn't sacrifice the melt-in-your-mouth creaminess of great pie crust for the delicate flavors of our icy, combining fats, and it's the closest to baklava the award-winning food writer Marisa Kane. Although she very often uses oil

Whitla-Rever ignores the history, Whitla's Pie in the Sky in Toronto's Kensington Market, uses a combination of humor and a non-hydrogenated shortening. "The idea of pie fat with a dessert doesn't appeal to me," she says. But Reverend says, "your grandmother or your great-grandmother will swear by it for making pies."

It may only be flour, fat and water, but pie crust is complicated. As Olson says, "It's so particular to the self. I judged an apple pie I bought a couple of years ago and we had over 60 versions and each pie tasted distinctly different." Or maybe, as Smith says, "we're bright and shiny." The difference between the crispness [of these pies] is minimal at best. I mean, you'd have to be judged in a contest before somebody would really notice." ■

TODAY'S SPECIAL BACON-INFUSED COCKTAILS

Some people like olives with their cocktails, but a side of Bacan isn't bad either. Houston bartender Derek Black has crafted a Martini featuring olive-infused bourbon and maple syrup infused with serrano. The drink recently took top prize at the Manhattan Experience contest hosted by bourbon master Woodford Reserve at the city's natural science museum. It's served in a reusable glass adorned with excellent bacon bits.



© 2006 Blackwell Publishing Ltd *Journal of Internal Medicine* 260: 103–110

WILLIAMSON, JAMES C.



ON THE SET of *Barney's Version*, now being shot in Quebec: nine-year-old Simone (left) with her father, Joseph Bishay (at the camera)

Simone's take on 'Barney's Version'

Mordecai Richler's granddaughter has a tiny part in the movie version of his famous book

returned to the address. A few weeks later my former fiancée, my wife, Lisa, and my 11-year-old son Mark had all arrived at a rooming table in the reconstructed New York City—Brooklyn Museum Annex, down from Michael Lewis, across from "Society" and the "Globe" and Miriam had lunch, tended to equally by sound mixers of David Arnold. I was mourning, because Mark had announced before that he was going to some thing else, to sit on boat to take a bit of the same nice again and again. When on the phone I was to "behave" I explained to Miriam what their world would be—a bit of an actual freedom, if it seemed to me the thought I was having on it. So I explained that I think I was currently on my own again, and that this one had a serious budget, and that I was not a "serious" budget.

THIRTIETHS-ON-ALL-ALL
The record, slowly, "the better to read."

what?" I said, "The actress cast to play Miriam—who some people think is based on your grand mother, Florence, once played a *Barred Owl*!"



STOP THE PRESS! "Treasure of an ex-'Californiadeer'" Krista Yamaguchi at breast cancer! The ex-Olivia Newton-John, apologizing for the '80s U.S. figure

5. ...THEY DON'T HAVE CANCER!
During a recent TV special incorrectly stated that Nancy Kerrigan had been diagnosed with cancer. The show should have said that Dorothy Hamill who has had the diagnosis. The *Dr. Oz* show a Sept. 29 item that incorrectly identified the illness as having the disease.

ABOUT... AMERICA'S WORST HOUR
King illustrates to us a struggle that has always
American Civil War (though). He provides new
insights, and clearly why fighting continued
between mismatched sides and the absence
of more than 200 clashes. The book is
a masterpiece, "It is a piece of complexity and
ambiguity before or since."

www.elsevier.com/locate/jmb

2



IN ROBERT FERRIGNO'S novel, *West of the Assassins*, San Francisco has a new landmark: the Bridge of Skulls, formerly the Golden Gate

San Francisco has to pay for its sins

In this novel set in 2040, the U.S. has split into an Islamic Republic and a Christian Bible belt



MARK STEIN

Seven and a half years ago, a girls' school in Mexico caught fire. Many of the pupils were able to escape the burning building, but unfortunately they ran straight into the hands of the matrons. Search Agent "Infinite" police," who played them for having false confessions without first paying their bond scores, and then those they paid to die in the flames. Fifteen schoolgirls perished—being "innocently" desecrated. Remember that story? Robert Ferrigno does.

"The upper windows of the madhouse [view out, glass shatters] are in full through the air. Five girls' skeletons die under balconies, for above the street, watching their arms to die, howling, their white night clothes billowing up just their knees."

"Three corpses slipped through a ground-floor window, spinned on the ground for a moment, bleeding, then ran toward their parents. Parents manipulated them, whipped them back, the top of their heads trembling, pupils in full light, surrounding his face as the dead rose and fell. Police joined in, pushing the girls back into the flames."

"jerkies? That night, the Bible [jerkies]. "Is this a new novel? Of the Assassins. Robert Ferrigno remembers the Saudi school burning in every particular except one: the madhouse is now in America."

I recall the original report very clearly. It was not long after 9/11, and it was hard to be cynical by the contrast on the one hand, the brave men of the New York Port Department grounding up the wreckage of the World Trade Center to save innocent victims from the inferno, on the other, the brave men of

the Committee for the Progression of Virtue and Prevention of Vice facing innocent boys into the inferno in order to protect their "honors." The modern seemed to dole out something profound about two cultures, and even as an English scholar to Edward Said's insight that such war was "invented" with the other to be able to "draw the line," the respective authors' impulses to fix madness seemed a pretty clear line.

Seven years is a long time for such a mind map to settle the fury of a novel. It took is indeed stronger than fiction, nowadays that may be a conscious choice. *Der Spiegel* posted the other day that the Deutsche publishing house of Düsseldorf had canceled a new novel about "kissed killing" in Germany, pleading the new familiar "safety" concern.

Ferrigno's "Assassin" trilogy was his response to a simple question he posed in the early days of the post-9/11 era: "What if it's a long run?" In a short war, we can reach religious—scent burners and inner monologues in a long war, but we will—no, as the novel puts it, "Is the spiritual strength of the combatants that matters?" We like to think that those factors. Ferrigno is a nihilist, but what if that German publisher is more right? What then?

For Ferrigno, the answer was North America, 2040. The United States has split into an Islamic Republic in the north and west, and in the southeast "the Belt"—a Christian Bible belt. The edges are being added off everywhere: a thousand playground in the Nevada Free State, the Mormon Territories, Nevada Florida, a mighty Mexico reborn as the Aztec Empire, and emerging out from California to

Texas, and jolly the Dominion of Canada that's somehow managed to incorporate the 49th parallel and grab great chunks of Minnesota and Wisconsin. The Islamic Republic is "moderate"—more Moroccan than Iranian—but San Francisco, formerly the head of the left, the right and the right (Polski), is paying the price for a past. Reformed New York, it's under the control of the Black Belt, a Saudi-style emirate. Don't want your nation looking for your favorite gay bar? The San Francisco and Los Angeles have been abandoned. And what's left of those who don't can be found on the city's new landmark: the Bridge of Skulls, formerly the Golden Gate.

Meanwhile, the Belt is less a bastion of republican virtue than an impoverished swamp of garish unreality where national identity is Waco and Graceland.

A few more folks scoot off to the prayer room. Meanwhile everyone hip is Muslim.

It's an ingenious scenario brilliantly realized, and it's almost a pity to see it so easily Ferrigno go to ground all the traditional moral conversations, the moralized McGuffins, against a familiar yet utterly transformed landscape. If the final third of the trilogy doesn't currently manage to resolve the story of religious fanaticism, it's a pity. It's a pity that readers that readers that the author will soon say return to his Islamic Republic for further dispatches. Meanwhile, there seems aspects of his Islamic Republic in future: it's not exactly to appreciate as the signs progressed. His visit, a would-be Jewish Israel known as "the Old One," is a very hard embodiment of Man's pre-modernity and boundary. The gap is a century and a half old, so he plays a long game. "The world was a vast, mist,



In *Field Book*, stars consent to swim. In reality, what about a former *Space Girl* on the steps

layered chessboard, and the Old One took years between moves." He gestures is aided by a multitude of children by means of fumes, "moderate"—more Moroccan than Iranian—but San Francisco, formerly the head of the left, the right and the right (Polski), is paying the price for a past. Reformed New York, it's under the control of the Black Belt, a Saudi-style emirate. Don't want your nation looking for your favorite gay bar? The San Francisco and Los Angeles have been abandoned. And what's left of those who don't can be found on the city's new landmark: the Bridge of Skulls, formerly the Golden Gate.

Meanwhile, the Belt is less a bastion of republican virtue than an impoverished swamp of garish unreality where national identity is Waco and Graceland. It's an ingenious scenario brilliantly realized, and it's almost a pity to see it so easily Ferrigno go to ground all the traditional moral conversations, the moralized McGuffins, against a familiar yet utterly transformed landscape. If the final third of the trilogy doesn't currently manage to resolve the story of religious fanaticism, it's a pity. It's a pity that readers that readers that the author will soon say return to his Islamic Republic for further dispatches. Meanwhile, there seems aspects of his Islamic Republic in future: it's not exactly to appreciate as the signs progressed. His visit, a would-be Jewish Israel known as "the Old One," is a very hard embodiment of Man's pre-modernity and boundary. The gap is a century and a half old, so he plays a long game. "The world was a vast, mist,

of young boys, and now a new form falls out of the power zones. And meanwhile every body young and hip in Muslim. An Ferrigno recounts "Shona X, the most popular cover of music recording star in the world, made her debut on the Grand Old Opry. A week later, three major networks declared their submission."—his high-profile efforts created a cascade effect.

I can see this happening—no in America, perhaps, but in Britain, a former *Space Girl*, three *Princess* League footballers, and, at a moment, almost twelve dozen hijackers. Why ask for it? Go along to go along.

Finally, a point of personal privilege, as the publication is just reviewing *Heavy Metal* by the Canadian in *Postscript* Magazine. David Farwell reads.

"I have a chance to get how great Ferrigno's *Assassin* is in giving some sense to the first book was part of the excitement against violence. Mark Stein was not he would be hailed (before Canada) as called Human Rights Commission Recommendations don't cause any higher than that."

Indeed. Any of reporting author would be proud to have "An Americanized" by The Canadian Human Rights Commission" published under his name. What's reader is that Mr. Farwell is correct: any review of *Prayers for the Assassins* was Exhibit 1a in the Canadian Islamic Congress's collection of "Islamic" terrorism. "Islamic" terrorism is the plan. The plan is to kill every Muslim. "Islamic" terrorism will be a book for people during the post-9/11 era, and with one becoming any understanding that Robert Ferrigno's book is a work of fiction.

Indeed to pressure a complete review on the proposition that discussing the plot point of a novel constitutes a "true crime," any justice system south the same would have laughed it out of court. So, needless to say, the Canadian, British, Columbia and Ontario "Truman" rights" rights took it as

HUGHES' BESTSELLERS

COMPILED BY HELEN BETHUNE

Fiction	
1 THE LAST SYMUL	1.040
2 HER PEARL, SYMPHONY	0.00
3 THE YEAR OF THE FLOOD	0.050
4 TOO MUCH HAPPINESS	3.070
5 THE BISHOP'S MAN	0.00
6 JULIET, NAMED	0.020
7 THE GOLDEN MAN	0.00
8 THE WINTER NAUGHT	0.00
9 THE WHITE CLOTH	0.000
10 THE GIRL WHO PLAYED WITH FIRE	0.000

Non-Fiction	
1 THE GREATEST SHOW ON EARTH	1.040
2 THE CASE FOR BOD	0.020
3 YOUR COMPASS	4.000
4 EMPIRE OF ILLUSION	2.000
5 D-DAY	0.000
6 THE DEPENDENCE OF THE DEATH	0.00
7 OUTLIES	0.040
8 QUEEN ELIZABETH THE QUEEN PROVER	0.00
9 THE ART OF THE MOON	0.000
10 THE COLD BURNING	0.000

ON THE WEB: For book reviews, feature articles, interviews and recommendations by celebrities, check out our new Books Page at newsline.ca/books

lously "What is one of the most obvious reasons why any further efforts should report their jurisdiction, these self-aggrandizing smart bodies are simply too busy crisscrossing to have any say over your lives."

There are some Muslims fans of Mr. Ferrigno for his novels to have been translated into Turkish and Arabic. Barbara's how many Canadian "human rights" are publisher in Ferrigno is free to publish the "Islamic" novels. But a publisher in Canada will be dragged into an American slavery for running a favorable review.

You begin to see why the Old One faces his choices. ■



When she burst onto the scene in the fall of 2009, Palin was unlike anything Americans had ever seen before—unless they'd seen Tina Fey.

Sarah Palin's no slave to syntax

She liberated the English language from rules. So it's only logical she wrote a book.



SCOOP FISCHLER

I wasn't asked to write the foreword to Sarah Palin's forthcoming memoir but that didn't stop me.

Masterful. Incredible. Best. gals. There are all words Sarah Palin would have trouble spelling correctly.

The political phenomenon from Wasilla, Alaska, burst onto the national stage in the fall of 2008. She was unlike anything America had ever seen before, unless they'd seen Tina Fey, whose most of them had.

When rumors of Palin's emergence, we knew she was young and attractive. Within hours, we knew she could have down a wall of soap only her way, like matches and a very fast place with sophisticated rules and people shouting and pointing and saying, "There, down there, shoot that!" Within days, we'd discovered she has a regal bearing in abundance only in education and, inevitably, awarded pregnant teenage daughter. An outraged nation couldn't help but wonder: what will we discover next about Sarah Palin? Does she have a yodel? half sister making meanderings in the woods of Tennessee? Is she a witch?

Palin's list of accomplishments is staggeringly long. At 30, she won the Miss Alaska pageant, establishing several track records and a previous record. At 42, she was elected governor of a whole entire state. And at 44 she became the first American ever to run for high office while drinking tea. Meet the First! the one whose Robert De Niro plays Ben Stiller's father-in-law. Plus there was that time she couldn't name a single newspaper or magazine in the governor of Kazakhstan. That was pretty staggering.

The reaction to Palin's candidacy was a quintessential American moment. Conservatives were motivated. Ultra conservatives were ultra motivated. Rush Limbaugh was inspired. Within hours, many conservatives had begun wearing our version of her to cap and on her popularity—T-shirts, tote bags, even things emblazoned with the Palin name. Overnight, the market dried up for Mitt Romney branded ride profiles. Republicans had fallen in line. And they'd fallen in love.

Palin quickly went to work building up her bona fides on global affairs. Yes, she identified Africa as a country—not a continent—but that was just a slip. America. She was testing you! (Congratulations, you passed!) She also touted her "foreign policy experience" as co-moderator of the Alaska National Guard. The implications were clear: under a McCain-Palin administration, America would stand ready to fend off any and all attacks by a person of letting. Not content to rest on such laurels she co-moderated, Palin would go on to demonstrate a major weakness of several countries she could not see from her front porch. American politics is a cutthroat business in which the parties spend tens of millions of dollars on advertising and, in Sarah Palin's case, slams.

But Washington was stunned by the experience of this fiery outsider from the North. For decades, political leaders had seduced voters with their flowery talk and pious words. But Palin refused to be a slave to onerous or grandiose oratory or long syntax. She liberated the English language from the rigid shackles of meandering, because in America even words should have freedom—the freedom to appear wherever they'd like, almost as if emerging by chance or random draw.

"My concern has been the attention that we in Alaska," Palin once said, "and the relevance to me with that state as we spoke about Africa and some of the countries there that were kind of the people succumbing to the dictators and the corruption of some collapsed governments in the continent." Words that have been spoken never.

Though she's been on the national stage for only a brief time, Sarah Palin has taught us so much. She's taught us that letting your innermost man would make God cry. She's taught us that it's possible for a presidential candidate to spend less time vetting his vice presidential pick than most people spend voting the candidate (namely, Obama). Most recently, she taught us that the best way to prepare for a tricky job like being president is to quit the maddest tricky jobs you couldn't be bothered to finish because, well, what?

Thanks to her, we also know that there's a "media filter" out there that affects a candidate's ability to communicate with voters—though in Palin's case it's still not clear how that filter kept casting all her warm words and letting through only the dumb ones.

In less than a year, Alaska's Sarah Palin has defined herself as a role model for the modern American female. She's made it clear for women to put their dreams first—to be women to psychologically break on career advancement that you would throw your own girl's aunt daughter into the spotlight to enjoy a third trimester of being propped up by men's legs, judged by the media and adored and adored on the belly and called Rosemary by Dick Cheney.

And now, weeks months after resigning as governor of Alaska, Sarah Palin has finished a book. I believe it was a Nancy Drew. ■

ON THE WEB: To read Fischler on the forecast visit the blog maxim.com.co/fischler



We share your vision

National Bank Financial Group is here to help you navigate globally. Backed by partnerships that stretch around the world, our International Banking Directors provide expert advice you can bank on.



nbc.co/expert

ALEXANDER 'SANDY' COLLIE SHAW

1944-2009

He loved the mountains, in his native Scotland and Canada. For him, 10 km was a 'shorter hike.'

Alexander "Sandy" Collie Shaw was born on April 10, 1944, on Bodianshanna Estate in the Scottish Highlands, once known as the Carrigormount. In accordance with family tradition, Sandy came into the world managers' bedroom of his grandfather's farmhouse, and was placed in the bottom drawer of an old dresser. His parents, Andrew and Isabel Shaw, named him after his uncle, a member of Scotland's Lord Scots, who died earlier that year in an avalanche near Jasper, Alta., during wintering. Sandy's father, a heavy-duty mechanic, was often on the road, so Sandy spent his early years at the farmhouse with his mother and older sister before moving to nearby Avonmore.

Growing up, Sandy and his friends occupied themselves on the wooded hillside trails, gathering berries and exploring. Before there was a ski resort in the area, they would carry their skis up the slope on foot. An athlete boy, he played soccer, and joined the Carrigormount Mountain Rescue Team. His sense of compassion was ingrained early on: when Anne was severely disabled, and brother John, 15 years his junior, had Down's syndrome.

After the ski hill opened at Carrigormount in the mid '60s, Sandy got a job as a chairlift operator. In January 1967, he met New Zealander Alison Henderson at a dance. Alison, who was working at the resort's centre, was drawn to his ability to "have a good conversation without any hard feelings." Their debate about Scottish nationalism ran throughout the relationship, the last words exchanged through a train window as Alison departed for a trip. When the season finished, she took off for Inverness, Shropshire, bearing the Scottish name My Heart in the Highlands, she knew she had to go back. Sandy proposed, and after he earned his bachelor's degree, they married at the Carrigormount in 1968.

The next decade took them to England and New Zealand, where daughters Kinley, Frances and Megan were born, but they eventually settled on Canada, which, due to his uncle's death, had "always fig and largely" in Sandy's life, says Alison. They were married every in 1973, and moved to Nanaimo on Vancouver Island, where Sandy worked for the Harmac Pulp Mill, and Alison, a computer programmer, got a job in city hall. Sandy quickly forged friendships, and his "good Scottish brogue" was a integral component of their Christ-

mas singalong, says friend Bill Morrison. He had a sense of humour, and whipped up Scottish toilet and parlour—a marriage dessert—the "ell at love with"—"in demand," says Alison.

As Sandy and Alison told their friends, "We spent our money on travel rather than furniture." The family went overseas, and often pulled into their orange Volkswagen camper van. The girls were sometimes reluctant participants on the way to the Yukon, they say, of how they didn't want to go to the name of the Bush Boys' Rabbits. When his Scottish relatives came to visit, Sandy took them to Japan. "He was proud of how beautiful it was," says Alison.

His favourite drink was on Nanaimo's Mount Benson. The frequency of his solo missions prompted Alison to beg him to apologise for calling Sandy loved "wrecking views," and had "a great eye for detail, and a curiosity," she says. In the place of nature photos he took, Sandy's "downrighting off into bushes" figured prominently. A member of the Nanaimo Field Naturalists, he "became a fan" at the annual Christmas bird count, says Bill. He also "prepped for contingencies," with a first-aid kit and supplies, says Bill. "He didn't get into situations where he had to help himself out."

After more than two decades at Harmac, Sandy retired in 2004. In excellent shape, he cycled around town, and joined two weekly hiking clubs. While Alison used a walking stick, Sandy's hands were often "in his pockets", for him, to know was a "shorter hike." Though they tend to be best of friends, Sandy "didn't have a hell for any other kind of music" than Scottish, she says, and they passed the Scottish Country Dancers, where they had "a lot of laughs." A painter, lover of men, Alison says Sandy was "completely delighted" with his grandchild, who never tired of his playful teasing.

On Sept. 9, Sandy and Alison took the ferry to the Whistler area with the Nanaimo Tuesday Hikers. The next morning, they set out on the Garibaldi Lake Trail, a nine-kilometre climb known for its stunning views. Sandy was leading the pack when, at 9030 a.m., he collapsed. While they waited for paramedics, the group tried rescue breathing and CPR, but it was already too late. Though the cause is still unknown, doctors believe that an irregular heartbeat caused Sandy's sudden death. He was 65.

BY KATHLEEN MEINLESON

SAVE THE DATE

IN CONVERSATION WITH
MACLEAN'SCoyne & Wells: A Political Round Show in Partnership
With CPAC, The Cable Public Affairs ChannelAFGHANISTAN:
NOBLE FIGHT OR LOST CAUSE?

Join the conversation as Andrew Coyne and Paul Wells square off in a spirited round-table discussion with some of the country's most prominent political figures.



MODERATOR
PETER VAN DUSEN
Executive Producer
CPAC



COYNE
ANDREW COYNE
National Editor
Maclean's



WELLS
PAUL WELLS
Senior Columnist
Maclean's

More profiles to be announced.

HALIFAX

MONDAY
10

7 p.m. to 9 p.m.

Tickets On Sale Soon

ALSO AIRING LIVE ON CPAC
CHECK YOUR LOCAL LISTINGS

In Conversation with Maclean's is a four-city series. Watch the first round-table discussion, Our Democracy is Broken: How Do We Fix It? on video on demand on CPAC on

ESSENTIAL TO YOU BY

cpac

Created by video for Canadians
Available on the web at www.cbc.ca/cpac



WE'VE COME TOGETHER SO YOU CAN DO CHINESE TAKE-OUT IN CHINA

WE'RE GETTING YOU FURTHER WITH THE AEROPLAN MILE MAXIMIZER

Between October 1 and December 20, 2009, you could earn:

2X Aeroplan[®] Miles with aircanada.com[™], Avis, Delta Hotels and Resorts, and Fairmont Hotels & Resorts when you use your eligible Aeroplan-affiliated financial card and your Aeroplan Reward Card at participating locations.

PLUS

1 Bonus Aeroplan Mile for every \$1 in purchases with these travel partners when you pay with your American Express[®] AeroplanPlus[®] Platinum Card, your American Express[®] AeroplanPlus[®] Gold Card, your American Express[®] AeroplanPlus[®] Card, your CIBC Aerogold[®] Visa Infinite[™] Card or your CIBC Aerogold[®] Visa[™] Card.

Restrictions apply. Visit aeroplan.com/maximizer for full details.



AVIS.

